

ORLANDO NORTH
SEMINOLE COUNTY



FEBRUARY 13, 2025

TOURIST DEVELOPMENT COUNCIL

SEMINOLE STATE COLLEGE
HEATHROW CAMPUS





**Tourist Development Council
February 13, 2025 Meeting Agenda
Seminole State College –
Heathrow Campus
Room 138**

I.	Call to Order	Gui Cunha, Seminole County Tourism
	Pledge of Allegiance followed by Moment of Silence	
II.	Welcome and Introductions	
III.	2025 Chair Election and Board Appointment*	Gui Cunha, Seminole County Tourism
IV.	Approval of November 2024 TDC Minutes*	Newly Elected Chair
V.	Central Florida Zoo presentation	Richard Glover, Central FL Zoo
VI.	Seminole County Tourism presentation	Karen Aplin, Danny Trosset Seminole County Tourism
VII.	Tourism Improvement District update	Gui Cunha, Seminole County Tourism
VIII.	Evok Advertising presentation	Yahn Bartelink, Evok Advertising
IX.	Old Business	Newly Elected Chair
X.	New Business	
XI.	FL Sunshine Law & Ethics presentation	Jennifer Nix, County Attorney’s Office
	Adjourn	

Next Meeting

Thursday, April 17, 2025
Seminole State College – Heathrow Campus,
Room 138

** These items need formal action by the TDC.*

PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-665-7941.

PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.

Tourist Development Council Meeting
November 21, 2024
Meeting called to order at 3:04pm

A quorum was established.

In Attendance:

- Chairman Don Dougherty, General Manager, The Westin Lake Mary, Orlando North
- Vice Chair Brenda Urias, Sanford Tours & Experiences & Bicikleta Bike Shop
- Commissioner Jay Zembower, Seminole County Board of County Commission, District 2
- Commissioner Sarah Reece, City of Altamonte Springs, CALNO Representative
- Andre Hickman, Owner, Comfort Inn & Suites
- Judy Desrosiers, Commercial Properties Specialist, OSI
- Josh Gunderson, Mall Director, Oviedo Mall
- Patrick Austin, Commissioner, City of Sanford
- Andrew Lanius, Seminole County Attorney

Excused:

Pledge of Allegiance and Moment of Silence

Welcome and Introductions

Approval of August 2024 TDC Minutes:

Motion: Chairman Don Dougherty

Second: Commissioner Patrick Austin

Vote: Unanimous

Jamie Ross TDC Award Presentation:

1st recipient – Bruce Skwarlo (not present)

2nd recipient – Don Dougherty

- Diane Nelson and Skye Buckner presented the impact and legacy that Jamie Ross had on Seminole County
- Skye Buckner accepted the Jamie Ross award for Bruce Skwarlo

Seminole County Tourism

Leisure Update:

Karen Aplin:

- New team members introduced – Shannae Greene (Coordinator, Economic Development) and Angie Candelaria (Intern, Tourism)
- Jessica Pickering recognized for her 4-year work anniversary & Colby Goncalves recognized for his 2-year work anniversary
- Events
 - o BCC approved FY25 Main Street agreements
 - o Team attended the IAAPA conference
 - o Team will attend the Destinations FL 2024 Annual Conference in December
 - o Sanford was awarded a Trail Town designation
 - o Production updates: 20 tourism shoots

- Started new short series: Crystal's Guide to the Sweet Side
- Weekly shorts to be distributed on YouTube
- Live Laugh Local Podcast: 4 episodes released
- On Board in post-production – with an expected release date in late January
- Team attended Asian Lantern Festival media night

Jessica Pickering:

- Social media will continue to focus on sharable content
- New blogs to focus on the value proposition of visiting Seminole County

Colby Goncalves:

- Introduces the "Pop Quiz" social series
- Due to increased engagement, continuing the Sports team humor videos
- Upcoming YouTube releases: LessONs & Hot Shots
- Game ON series still in production

Sports Updates:

Danny Trosset:

- Fiscal 23-24 hosted 89 events, 185,537 Visitors, 29,511 room nights
- In 8 ½ years 450 hosted events and \$200.5million economic impact
- Boombah Sports Complex hosted 49 events
- Other venues hosted 40 events
- Expecting a year-over-year increase in visitation due to the upcoming events in December and January
- New Event: National Academy League Youth Soccer Jan 24-26 @ Seminole Soccer Complex

STR Updates:

Gui Cunha:

- Sept is following a trend of slightly decreasing year-over-year Occupancy and decreasing in ADR
- TDT collection is expected to be \$6.6million (2nd highest in Seminole County history)
- October has been impacted by Hurricane Milton
 - 9.6% Occupancy increase
- STR Quarterly forecast
 - STR is expecting to break plateau in July 2025
- DSG report shows direct expenditures are the 2nd highest in Seminole County history
- TID update to be expected in first TDC meeting of 2025
 - Expecting TID presentation for BOCC & TDC in next couple of months

Evok Updates:

Yahn:

- Website content refresh – images of nature, lifestyle photographers, wildlife
 - Liam McClean, photographer, was contracted for the refresh

- Upcoming projects:
 - o Adventure sticker sheets
 - o Giveaway campaign for new website
 - o Rich media campaign – interactive ads
 - o Pre-roll video campaign – YouTube ads across the internet
 - o Travel Intent Campaign – reach travelers intending to visit our area
- Brand new tourism website unveil video
 - o Grand launching with giveaway campaign in the next few weeks

Zoo Updates:

Richard Glover:

- 2024 yearly attendance was 81K
 - o Hurricanes impacted attendance
 - o Fixed the issue with Google showing the attraction as “closed”
- Successful promotion for free child admission with an adult ticket
 - o It boosted attendance and was used 4,712 times
- Over 6K students attended the Zoo this year and expected to increase with the upcoming holiday camps and field trips
- Conservation Efforts- to help the community
 - o 2 Waterway Cleanups
 - o Conservation Days
- Facility improvements
 - o Boardwalk construction
 - o Updating crocodile and alligator area
- Sunset at the Zoo event
 - o Last Friday of the month starting May – September
 - o Record attendance for each event
- Zoo Boo Bash in October
 - o Scheduled for 3 weekends, Hurricane Milton impacted 1
- Asian Lantern Festival officially started November 15, 2024 – January 19, 2025
 - o 50 nights – most nights they’ve ever had
 - o Expecting to break 100K attendance
- Next year is the 50th year Anniversary
 - o Celebration expected at zoo & on social media

New/Old Business:

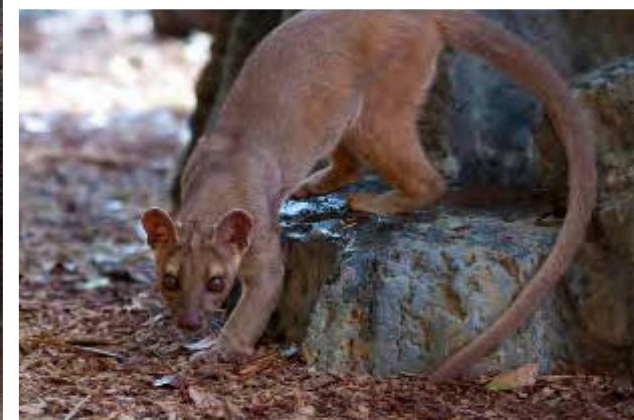
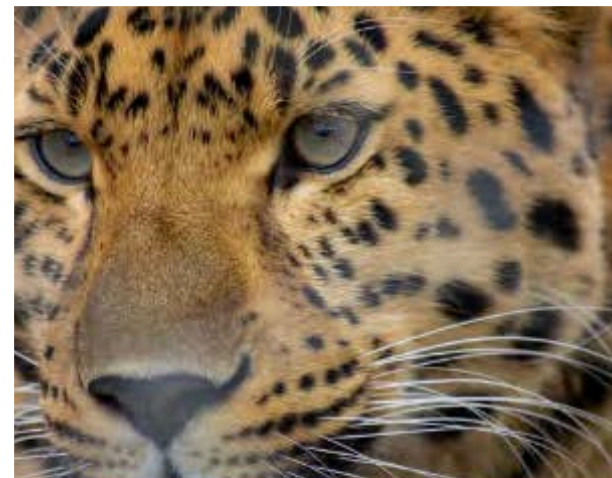
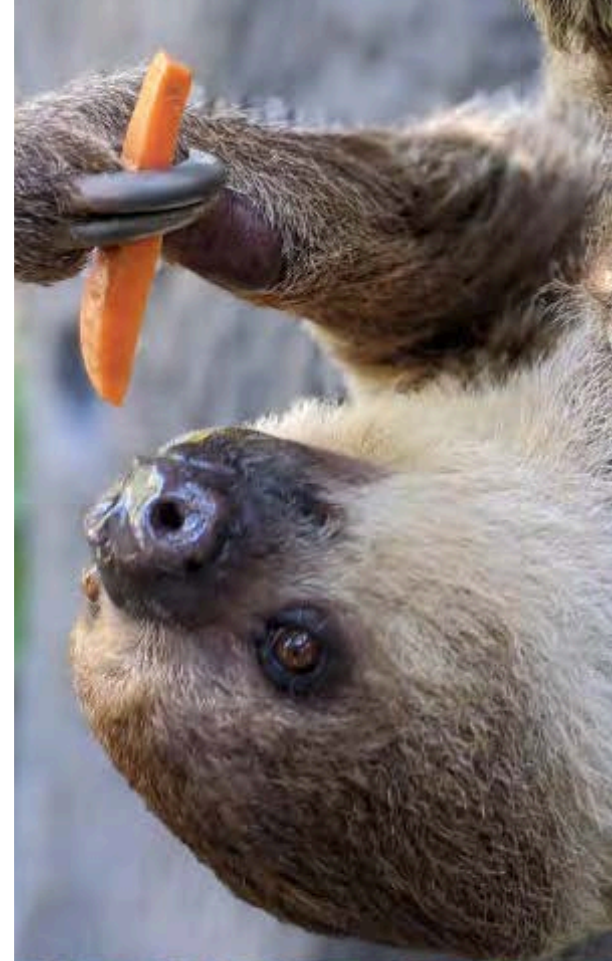
- Theresa Taylor, Yedla Hotels, presentation on hospitality industry foundation to help hospitality members in crisis
- Don Dougherty, TDC Chairman, announces retirement on Jan 3, 2025. This is his last TDC meeting

Meeting adjourned: 4:15 PM

CENTRAL FLORIDA
ZOO
& BOTANICAL GARDENS

TDC UPDATE

FEBRUARY
2025



FYTD Attendance

July 1, 2024 -
December, 2024

260,991



FYTD
Education
Reach

9,682
Students





Asian Lantern Festival: Into the Wild

Presented by Publix

Select Nights

November 15, 2024 -
January 19, 2025

Attendance
120,384



SATURDAY
FEBRUARY 8
9 A.M. - 4 P.M.

LIVE BLUES MUSIC - BBQ TASTING TRAIL
ANIMAL ENCOUNTERS - FUNDRAISING RAFFLE
& MORE!



**SCAN FOR
MORE INFO**

EXPLORE OUR EXCITING SPRING EDUCATION PROGRAMS!



KIDS NIGHT OUT!

'BE MY VALENTINE!'

FEBRUARY 8



SENSORY SAFARI

'WINTER WONDERLAND!'

FEBRUARY 15



**HOMESCHOOL
ZOOVENTURES**

MONTHLY



**FREE MONTHLY
STORYTIME**

2ND WEDNESDAYS

LEARN MORE AT WWW.CENTRALFLORIDAZOO.ORG



MONDAY - FRIDAY — Mar 17-21

STARTS @ 9:45 AM — LAST SHUTTLE @ 4:45 PM

CHOO-CHOO

— TO THE —

ZOO



**FREE SHUTTLE FROM
SANFORD STATION TO:**



ZOO CAMPS

HAVE A **WILD** TIME AT THE ZOO!



SPRING BREAK

MARCH

SUMMER

WEEKLY JUNE-AUGUST



SCAN TO LEARN MORE

Programs for Ages 5-17

Spring Events



TICKETS ON SALE SOON

BREWS AROUND THE ZOO



APRIL 12, 2023
5 P.M. TO 9 P.M.
(EARLY ADMISSION 4 P.M.)

AGES 21+
30 CRAFT BEERS
WINE & SELTZER TASTINGS
LIVE MUSIC

SCAN FOR



TICKETS



FUN FOR THE WHOLE FAMILY



SCAN HERE

HIPPITY HOP ADVENTURE



April 19, 2024

9 A.M. - 4 P.M.

MUSIC, ACTIVITIES,
TREATS AND A VISIT FROM
THE EASTER BUNNY

INCLUDED IN GENERAL
ZOO ADMISSION
ANNUAL PASSHOLDER BLACKOUT DATE



CENTRAL FLORIDA
70
& BOTANICAL GARDENS

VISIT **FLORIDA**[®]
2024 FLAGLER AWARD WINNER

2024
SEMINOLE
BUSINESS
AWARDS



Questions ?



ASSOCIATION
OF ZOOS
AQUARIUMS &

FLORIDA
ATTRACTIONS
ASSOCIATION

FAZA
FLORIDA ASSOCIATION OF ZOOS & AQUARIUMS



Welcome to

**ORLANDO NORTH
SEMINOLE COUNTY**

TOURISM & MARKETING UPDATES

TOURISM

MARKET TRENDS

National Trends

★ Rise of Wellness Tourism:

The global wellness tourism industry is projected to double by 2028. Comprehensive wellness experiences, encompassing mental, emotional, and physical health. (Medical Tourism, Nature & Outdoors)

★ Digital Integration in Travel Planning:

consumers utilizing AI, apps, and various online tools throughout their travel planning and booking processes. This shift necessitates that destinations enhance their digital marketing strategies to effectively engage potential visitors.



Florida-Specific Trends:

Rising demand for wellness-oriented vacations: Destinations featuring spa treatments, wellness retreats, and health-focused activities becoming more prevalent

Recognition of Welcoming Destinations: Travelers are increasingly drawn to authentic, off-the-beaten-path adventures, shaped by exceptional hospitality and service! (Hospitality Reviews)

International Trends:

★ Sustainable & Responsible Travel:

There's a heightened global awareness of the environmental and social impacts of tourism. Travelers are prioritizing destinations that promote sustainability and responsible travel practices, seeking authentic experiences that align with eco-friendly values.

★ Authentic & Personalized Destination Experiences:

International travelers are gravitating towards destinations that offer **personalized local experiences:** arts & culture and local cuisines, as well as participating in bespoke activities that provide a deeper connection to the destination.

ORLANDO NORTH,
SEMINOLE COUNTY

VISITOR PREFERENCE

MARKET TRENDS & BEHAVIORS



Visitor preferences provide market insights into how travelers choose to experience our destination. Current insights show ONSC visitor preferences closely align with both the national & international market trends and behaviors.

Emphasis on Nature-Based and Outdoor Activities

Local & National Alignment

Demand for Authentic & Personalized Experiences

Local & International Alignment

Key areas where ONSC visitor market preferences align

Growth in Sports Tourism

Local, National, & International Alignment

Sustainable & Responsible Travel

Local, National, & International Alignment

Takeaways

- Our teams have well-positioned our destination through our on-going strategic marketing initiatives & industry research
- (Drive market) local market's needs are being met w/ opportunity for growth

Growth Opportunities

- Incorporating more wellness-focused travel opportunities within our marketing (specifically: spa treatments, wellness retreats, and health-focused activities)

TOURISM COLLABORATIONS

2025 FARM TOUR!

JANUARY 30TH - FEBRUARY 1ST, 2025



ONSC Tourism in collaboration w/ UF IFAS Extensions (SC & OC) lead a premier 2-day AgriTourism experience initiating a new approach in elevating the annual SC Farm Tour!

Tour Experience:

- **SC Hotel Stay:** Directly connecting partners w/ highly targeted audience seeking immersive local experiences.
- **Local Farm Stops:** Meeting the farmers behind our local food systems w/ hands-on activities at each stop
- **Seminole County Beer Tour:** Highlighting local breweries and their connection to agriculture.
- **Chef's Table at Hollerbach's:** Featuring a coursed menu made with locally sourced produce from visited/local farms.
- **Guest Speakers:** Showcasing the dynamic relationship between agriculture and tourism.

Why AgriTourism Collaboration Matters:

- Offers visitors authentic and educational experiences
- Directly supports local economies
- Diversifies tourism offerings
- Attracts a new segment of travelers interested in sustainable practices, wellness, and locally sourced F&B.

This collaboration directly supports Seminole County's hospitality industry, benefiting local farmers, restaurants, agricultural institutions, and the overall food system. It also raises awareness of Florida's agricultural significance and its vital role in the tourism sector.

ORLANDO NORTH
SEMINOLE COUNTY

GIVEAWAY

IS LIVE!

Rest Easy at Embassy Suites Altamonte Springs

Bike and recharge with your night stay at the Embassy Suites Altamonte Springs, where luxurious accommodations and recreational amenities await. Perfectly located for your Orlando South adventures!

VIEW THE AMENITIES



Experience



Bike Through Scenic Trails with Bicikleta Bike Shop

Experience Southern Florida's most scenic with a half-day bike rental from Bicikleta Bike Shop. Explore scenic trails, charming towns, and scenic backdrops as you pedal through this vibrant town. It's the perfect way to soak in the sights while staying active.

FIND A RENTAL



- New Tourism Promo is coming!
 - Including ONSC sticker sheet designed by local artist
- Working on new ways to support our hoteliers by incorporating bookings directly through our website.
- ONSC Podcast
 - New Episode every month on Youtube
- On Board
 - Water series - final stretch (Let's take a look!)

ORLANDO NORTH,
SEMINOLE COUNTY

SOCIAL MEDIA PERFORMANCE HIGHLIGHTS

TOP PERFORMING CONTENT



MAJOR WINS! (Nov 21, 2024 – Feb 5, 2025) Metrics from last TDC to today

- **2025 Goal:** increase shares on our posts
- **157.7% Increase YoY in Shares** – Proof that our focus on shareable content is driving results.
- **71.4% Increase YoY in Saves** – Audiences are not just engaging—they're saving content for future reference.

BEST REEL:

"25 Days, 25 Ways to Celebrate the Holiday Season"

- Engagement Rate: 8.81%
- 249 Shares | 119 Saves
- Showcased festive events, resonating widely with audiences.

BEST PHOTO POST:

"Wildlife Spotlight in Orlando North"

- Engagement Rate: 3.9%
- Carousel - UGC @seagull375



SOCIAL MEDIA

PERFORMANCE HIGHLIGHTS

Digital Impact:

- **1,431,027 Total Impressions** – a 10.2% increase compared to this period last year.
 - **Why It's Impressive:** Demonstrates a significant growth in content visibility and reach. **AND it's Organic!**
- **Video Views Up 113.3% YoY** – Reels are driving massive reach and visibility.
- **Engagement Rate Up 25.1% YoY** – Content is connecting more effectively with our audience.



Key Takeaway:

- Our strategic shift towards shareable, savable content is delivering strong engagement growth, aligning perfectly with our goals from the last meeting.

Calendar

Blog Updates!



Influencer feature: Caitlin at the Scottish Highland Games

- **Jan - Indoor Activities** (highlighting things to do if the weather is bad)
- **Feb - Things To Do With The People You Love** (highlighting Valentine's Day Themes)
- **March - Museum Exhibits** (highlighting cool & unique museum exhibits in Seminole County)

LOOKING AHEAD

- 2025 Farm Tour campaign
- ON Board releasing
- Guides for Spring Break activities
- More Influencer partnerships
- Seminole County History Museum partnership - promoting new exhibits & historical fun facts about the County.

UPCOMING EVENTS:

- **Love Your Shorts Film Fest** (Feb 14-16)
- **Sanford Porchfest** (Feb 22)
- **Wekiva Paint Out** (Feb 24- March 1)
- **Uptown Art Fest @ Cranes Roost** (March 28 - 30)

SPORTS

FEATURED EVENT HIGHLIGHTS



ON Social

- **ECNL (Stories):** One of our strongest partners and has been with the county since 2011.
- **Upcoming:** Premier Soccer Services - Easter International Cup



SHANE WRIGHT



SOCIAL MEDIA

PERFORMANCE HIGHLIGHTS



BEST REEL:

- 2,170 views
- Watch time of 4h 3min
- View rate past first three seconds of 71.1%

Digital Impact:

- **High Impressions:** Received 28,629 impressions, indicating strong content visibility.
- **Consistent Engagement:** 451 engagements, showing an active audience interacting with posts.
- **Strong Video Performance:** The videos performed well with 18,158 views, demonstrating that video content is resonating with followers.

LOOKING AHEAD

- T-shirts designed for USSSA events at Soldiers Creek to use as giveaways.
- Incorporate more niche sports (like: mountain biking)
- Currently seeking more bilingual athletes who can help with creating content.



Fiscal Year Comparison

FY '23/'24 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	49	2,837	107,528	16,953	\$37,425,127
All Other Venues	40	1,819	78,009	12,558	\$21,421,459
Total	89	4,656	185,537	29,511	\$58,846,586

FY '24/'25 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	47	2,979	112,904	17,828	\$39,296,383
All Other Venues	42	1,910	81,909	13,241	\$22,492,531
Total	89	4,889	194,813	31,069	\$61,788,914



Sports Complex Fiscal Year Recaps

Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
'19/'20	43	1,811	82,658	17,329	\$16,046,471
'20/'21	54	3,304	125,485	27,160	\$31,145,048
'21/'22	50	3,345	132,529	24,811	\$44,137,318
'22/'23	51	3,026	124,766	21,975	\$43,615,954
'23/'24	49	2,837	107,528	16,953	\$37,425,127
Total	450	25,574	1,073,318	167,906	\$251,613,947

Other Venues Fiscal Year Recap

All Other Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,882	92,023	17,152	\$14,032,180
'21/'22	47	1,709	81,861	16,865	\$21,191,987
'22/'23	43	1,670	78,102	12,946	\$20,825,612
'23/'24	40	1,819	78,009	12,558	\$21,421,459
Total	329	12,865	593,213	109,377	\$123,801,234

Sports Tourism Update – Sports Complex



October '24 – January '25 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	2	428	\$1,944,255
November	4	2,276	\$3,182,576
December	2	920	\$2,925,604
January	5	1,592*	\$3,208,944*
Total	13	5,216*	\$11,261,379*

*pending additional post event verification

Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
February	4	1,650	\$2,138,478
March	4	2,950	\$2,905,388

Sports Tourism – All Other Venues

October '23 – September '24 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	2	199	\$420,872
November	3	2,049	\$2,329,498
December	4	751	\$1,378,809
January	4	4,091*	\$6,910,572*
Total	13	7,090*	\$11,039,751*

*pending additional post event verification



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
February	2	300	\$299,120
March	5	1,325	\$1,510,736

January 2025 IN REVIEW

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
ECNL	Boys ECNL Florida Regional League	January 3-5, 2025	Seminole Soccer/Sylvan Lake/Sports Complex	168	9,912	2,212	\$3,694,661
ECNL	Girls ECNL Florida Regional League	January 10-12, 2025	Seminole Soccer/Sylvan Lake/Sports Complex	178	10,502	2,199	\$3,756,893
3 Step Sports	NFHCA Field Hockey	January 17-19, 2025	BOOMBAAH Sports Complex	83	4,393	1,272	\$2,667,962
National Academy League	U11-U12 National Academy Championships	January 24-26, 2025	Seminole Soccer Complex	78	3,900	TBD	\$2,076,109



Notable Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Florida Diamond Sports	USSSA Winter Nationals	February 8-9, 2025	BOOMBAAH Sports Complex	90	3,420	350	\$262,562
Perfect Game, Inc	Florida March Mayhem	Feb 28-Mar 2, 2025	BOOMBAAH Sports Complex	92	3,496	500	\$593,659
Men's Senior League Baseball	Holiday Classic	March 6-9, 2025	BOOMBAAH Sports Complex	55	2,255	250	\$552,478
HoganLax	Florida Team Training	March 9-30, 2025	BOOMBAAH Sports Complex	23	1,430	1,500	\$484,256
Florida PGF	The Emerald Classic	March 22-23, 2025	Soldiers Creek	36	1,584	300	\$228,890
Florida League	SSAC Baseball & Softball State Championship	April 11-12, 2025	Sanford Memorial Stadium/Soldiers Creek	50	2,400	840	\$507,242



PG Kids Camp



SEMINOLE COUNTY PG
FREE KIDS CAMP

OPEN TO ALL KIDS AGES 5-13

JANUARY 31, 2025 | 6-8 PM

BOOMBAH SPORTS COMPLEX • SANFORD, FL



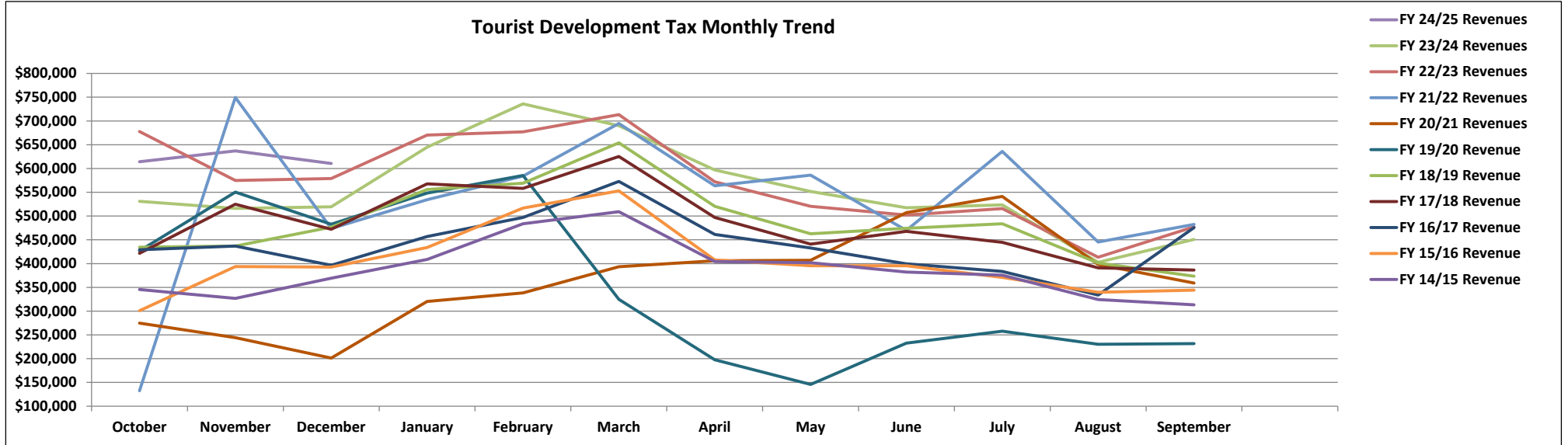
• RILEY GREENE • VAUGHN GRISSOM • ZACH EFLIN • LOGAN ALLEN •
• CHRISTIAN ARROYO • GARRETT BAUMANN • BLAKE LOUBIER • MORE



Seminole County, Florida
TOURIST DEVELOPMENT TAX
 Fiscal Year 2024/25 Revenue Report

Monthly Collections	HISTORY										CURRENT FISCAL YEAR			COMPARISON	
	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25			FY 24/25 vs FY 23/24	
	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection	
October	345,553	300,862	428,948	421,671	434,438	426,810	274,906	132,466	677,865	530,898	368,620	245,747	614,367	83,469	15.7%
November	326,885	393,635	436,732	524,762	436,992	550,273	244,092	749,463	574,963	515,987	382,227	254,818	637,046	121,059	23.5%
December	369,173	392,605	396,424	472,255	476,548	482,643	201,297	473,861	578,977	519,524	366,343	244,228	610,571	91,047	17.5%
January	408,691	433,835	456,915	567,724	555,919	548,293	320,404	534,395	670,162	644,706					
February	483,661	516,610	497,136	558,093	569,125	585,371	338,387	583,915	676,944	735,951					
March	509,149	552,988	572,832	625,272	654,013	324,781	393,366	694,754	713,329	689,930					
April	404,355	407,783	461,492	497,187	520,483	197,530	405,926	563,558	572,062	596,908					
May	401,954	395,282	432,965	440,873	462,655	145,826	406,821	585,892	520,557	551,808					
June	382,227	395,373	399,489	467,655	474,337	232,610	507,262	469,931	502,075	517,489					
July	375,695	370,960	383,585	444,707	483,878	257,661	541,239	635,873	515,702	523,408					
August	324,474	339,798	333,761	391,058	401,322	230,144	397,999	445,388	413,351	402,727					
September	313,288	343,950	475,615	386,395	373,474	231,559	359,119	482,358	477,380	450,667					
Total	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	4,390,817	6,351,853	6,893,367	6,680,003	1,117,190	744,793	1,861,984	295,575	16.8%
	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	44.66%	8.53%	-3.10%	Budgeted Revenue				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	3,900,000	2,600,000	6,500,000		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year					
											Estimated Revenue				
											3,900,000	2,600,000	6,500,000		
											% Change From PY		-2.69%		

Revenue Per Penny	929,021	968,736	1,055,179	1,159,530	1,168,637	842,700	878,163	1,270,371	1,378,673
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STR Monthly Trends Report

Current Month - September 2024 vs September 2023												
	Occ %		ADR		RevPAR		Percent Change from September 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	59.3	69.7	140.58	149.15	83.33	103.92	-14.9	-5.7	-19.8	-20.3	-0.6	-15.4
Orange County, FL	66.6	68.3	191.26	186.15	127.39	127.23	-2.5	2.7	0.1	0.3	0.2	-2.4
Seminole County, FL	60.3	62.0	91.08	98.95	54.92	61.30	-2.7	-7.9	-10.4	-6.8	4.1	1.3
Osceola County, FL	55.6	58.9	123.44	123.90	68.69	72.99	-5.5	-0.4	-5.9	-5.9	0.0	-5.5
Polk County, FL	53.4	55.8	114.38	121.46	61.11	67.72	-4.2	-5.8	-9.8	-8.3	1.6	-2.6
Volusia County, FL	46.0	45.9	108.50	117.66	49.92	54.00	0.3	-7.8	-7.5	-7.2	0.4	0.7
Lake County, FL	57.8	63.2	98.88	102.30	57.17	64.66	-8.5	-3.3	-11.6	-11.6	0.0	-8.5

Current Month - October 2024 vs October 2023												
	Occ %		ADR		RevPAR		Percent Change from October 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	74.3	62.9	149.61	131.97	111.15	83.03	18.1	13.4	33.9	33.1	-0.6	17.4
Orange County, FL	72.9	71.8	208.19	207.24	151.69	148.80	1.5	0.5	1.9	2.7	0.7	2.2
Seminole County, FL	73.2	66.8	103.83	104.47	76.00	69.75	9.6	-0.6	9.0	12.9	3.6	13.6
Osceola County, FL	67.0	64.5	125.67	134.55	84.16	86.73	3.9	-6.6	-3.0	-3.1	-0.1	3.8
Polk County, FL	71.8	57.3	132.01	133.88	94.73	76.76	25.2	-1.4	23.4	25.1	1.4	26.9
Volusia County, FL	51.6	49.1	121.73	128.99	62.87	63.34	5.2	-5.6	-0.7	1.3	2.1	7.4
Lake County, FL	73.4	66.3	113.35	112.54	83.17	74.58	10.7	0.7	11.5	11.5	0.0	10.7

Source: STR Monthly Trends Report

STR Monthly Trends Report

Current Month - November 2024 vs November 2023												
	Occ %		ADR		RevPAR		Percent Change from November 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	66.3	61.9	146.18	150.38	96.86	93.02	7.1	-2.8	4.1	3.5	-0.6	6.5
Orange County, FL	74.1	71.2	205.64	197.57	152.32	140.73	4.0	4.1	8.2	8.9	0.6	4.7
Seminole County, FL	75.6	66.9	104.97	103.09	79.34	68.97	13.0	1.8	15.0	19.2	3.6	17.0
Osceola County, FL	66.8	63.2	125.65	128.59	83.99	81.31	5.7	-2.3	3.3	2.8	-0.5	5.2
Polk County, FL	73.1	58.6	136.38	132.27	99.67	77.56	24.6	3.1	28.5	33.7	4.1	29.7
Volusia County, FL	60.4	49.5	128.92	118.70	77.85	58.70	22.1	8.6	32.6	34.2	1.2	23.6
Lake County, FL	74.2	69.4	117.76	116.36	87.35	80.77	6.9	1.2	8.2	8.2	0.0	6.9

Current Month - December 2024 vs December 2023												
	Occ %		ADR		RevPAR		Percent Change from December 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	60.6	51.4	112.91	107.26	68.38	55.11	17.9	5.3	24.1	23.4	-0.5	17.3
Orange County, FL	74.3	72.0	228.61	222.75	169.89	160.45	3.2	2.6	5.9	6.5	0.5	3.7
Seminole County, FL	75.2	65.9	107.11	103.50	80.54	68.17	14.2	3.5	18.1	22.4	3.6	18.3
Osceola County, FL	68.0	64.8	156.61	153.45	106.53	99.43	5.0	2.1	7.1	6.7	-0.4	4.6
Polk County, FL	69.3	56.2	134.59	127.97	93.21	71.94	23.2	5.2	29.6	33.2	2.8	26.6
Volusia County, FL	56.6	46.6	123.06	117.03	69.60	54.48	21.5	5.1	27.7	30.5	2.2	24.1
Lake County, FL	73.4	65.5	114.62	117.22	84.16	76.79	12.1	-2.2	9.6	9.6	0.0	12.1

Source: STR Monthly Trends Report

STR Quarterly Forecast

Occupancy (%)	2024							2025							2026									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	Occupancy	69.9	68.4	68.4	66.4	61.0	60.3	73.2	74.3	69.2	73.2	80.2	77.8	70.5	67.6	70.1	68.2	61.7	61.6	74.7	74.0	70.5	74.0	80.8
Occupancy Percent Change	0.2	5.6	7.0	2.7	0.9	-2.7	9.6	11.1	5.1	4.1	2.6	2.7	0.8	-1.2	2.4	2.7	1.2	2.2	2.0	-0.5	1.8	1.0	0.8	1.6
ADR (\$)	2024							2025							2026									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	ADR	109.31	103.23	98.36	96.34	90.10	91.08	103.63	104.94	103.29	113.97	125.95	121.67	110.62	102.30	100.63	98.85	92.98	94.73	102.21	104.52	105.57	118.98	128.60
ADR Percent Change	-7.0	-5.6	-5.8	-6.9	-6.3	-7.9	-0.8	1.8	-0.2	-1.9	-2.8	-1.1	1.2	-0.9	2.3	2.6	3.2	4.0	-1.4	-0.4	2.2	4.4	2.1	2.5
RevPAR (\$)	2024							2025							2026									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	RevPAR	76.42	70.66	67.30	63.96	54.95	54.92	75.84	78.00	71.50	83.47	101.05	94.71	77.95	69.18	70.50	67.40	57.39	58.37	76.31	77.32	74.39	88.01	103.96
RevPAR Percent Change	-6.8	-0.3	0.7	-4.4	-5.5	-10.4	8.7	13.1	4.9	2.1	-0.3	1.6	2.0	-2.1	4.8	5.4	4.4	6.3	0.6	-0.9	4.0	5.4	2.9	4.1

Source: STR Quarterly Forecast Report

Vacation Rental Report

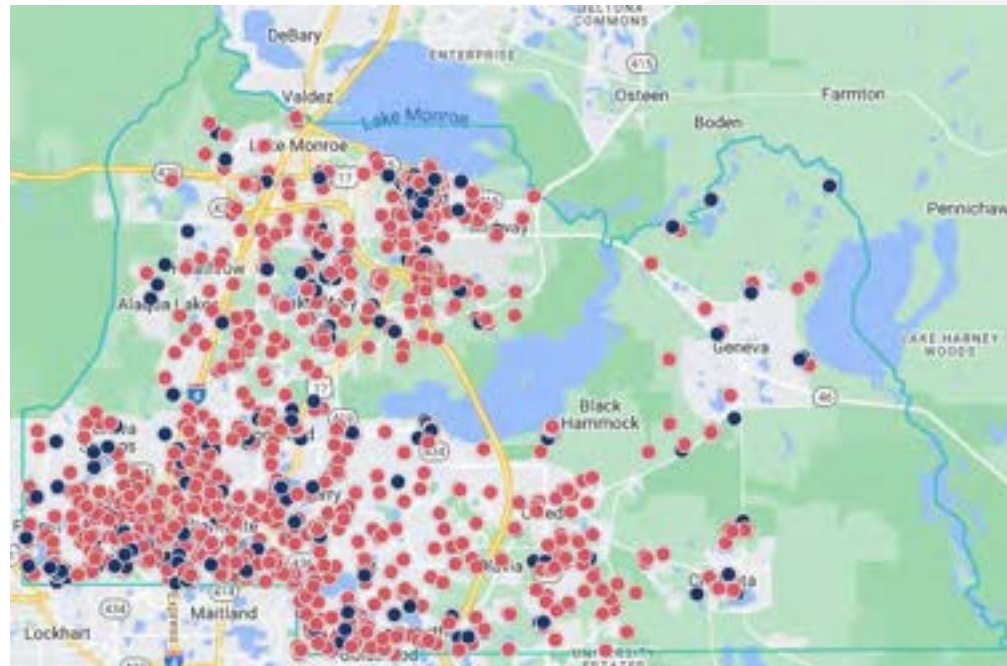
Month 2024/25	Occupancy (%)	ADR (\$)	Rev PAR (\$)
October	27%	\$140	\$37
November	30%	\$153	\$46
December	31%	\$163	\$50
January	33%	\$157	\$51

Source: KeyData Dashboard

SM

Vacation Rental Map

Total Listings 1,639	Airbnb 1,335	Vrbo 304
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Source: KeyData Dashboard

Downs & St. Germain (DSG) Report

Month 2024	Visitors	Room Nights	Direct Expenditures (\$)
September	145,200	100,400	55,049,000
October	209,200	125,300	64,018,100
November	210,500	126,100	64,372,900
December	216,400	129,600	66,511,000

Source: DSG Monthly Visitor Dashboard (based on 2022/23 Visitor Study)

TOURISM IMPROVEMENT DISTRICT OUTLINE



SM

Proposed Site

Seminole County
Site Overview



Moore's Station
Fields

Proposed
Project Site

TID PROCEDURAL ORDINANCE

- Establish a TID District Plan (Term, Assessment, Map)
- Establish a Bond Advisory Council
- Surplus funds will be spent with the provisions of the TID Plan
- No more than two TID assessments shall be levied upon any given Tourism Property
- 50% of the rooms within the TID must sign the petitions
- A Tourist Improvement District Assessment shall be levied annually by resolution of the Board of County Commissioners at a duly noticed public hearing and following notice to Owners pursuant to section 71.7 herein.

TID FORMATION ORDINANCE

- Total Qualified Rooms: 5,054
- 50% Formation Ordinance Threshold: 2,527
- Signed District Plan Petitions: 2,679 (53.92%)
- Term: 10 years **Unless tied to a bond**
- \$1.75 Assessment Per Room/Per Day
- Estimated Gross TID Revenue: \$3.228 million
- Collected monthly by SC Tax Collector

TID ADVISORY BOARD

- Quarterly Meetings
- Seven Advisory Board Seats
- One seat appointed by each County Commissioner
- One seat appointed by County Manager
- One seat appointed by CFHLA
- Four-year term (no term limits)
- Tourism Office to be the Secretary of the Advisory Board
- Each appointee by the County Commissioner and CFHLA must be a Seminole County hotelier
- County Manager appointee is an at-large seat

A scenic view of a park at sunset. The sky is a mix of orange, yellow, and blue. The sun is low on the horizon, reflecting on the water. Several palm trees are scattered across the scene. In the foreground, there is a green lawn and a paved path. A tall, thin monument stands in the center. People are visible in the background, some sitting on a bench and others walking.

ORLANDO NORTH SEMINOLE COUNTY

February 2025 TDC Presentation

evok
advertising



Reporting Recap

Do Orlando North Website Data

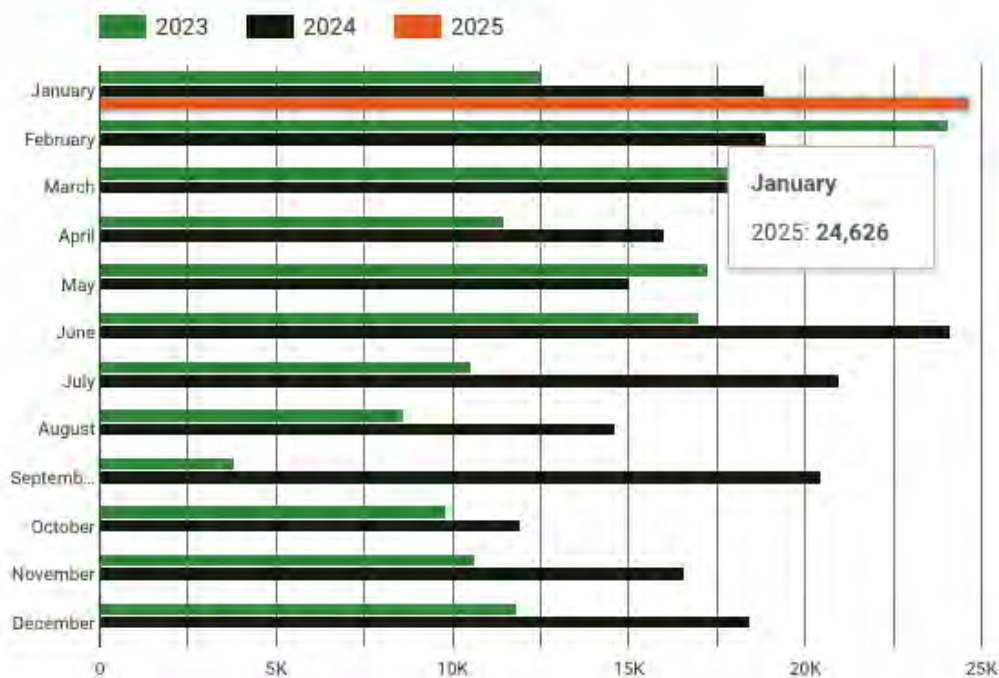
Google Analytics Insights



Google Analytics Insights

Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Do Orlando North Social Campaigns



CPM \$4.51 ↓ -39.4%	Link clicks 47,865 ↑ 77.9%	CPC \$0.12 ↓ -44.6%
----------------------------------	---	----------------------------------

Impressions 1,253,341 ↑ 62.7%
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CTR (link click-through rate) 3.82% ↑ 9.4%



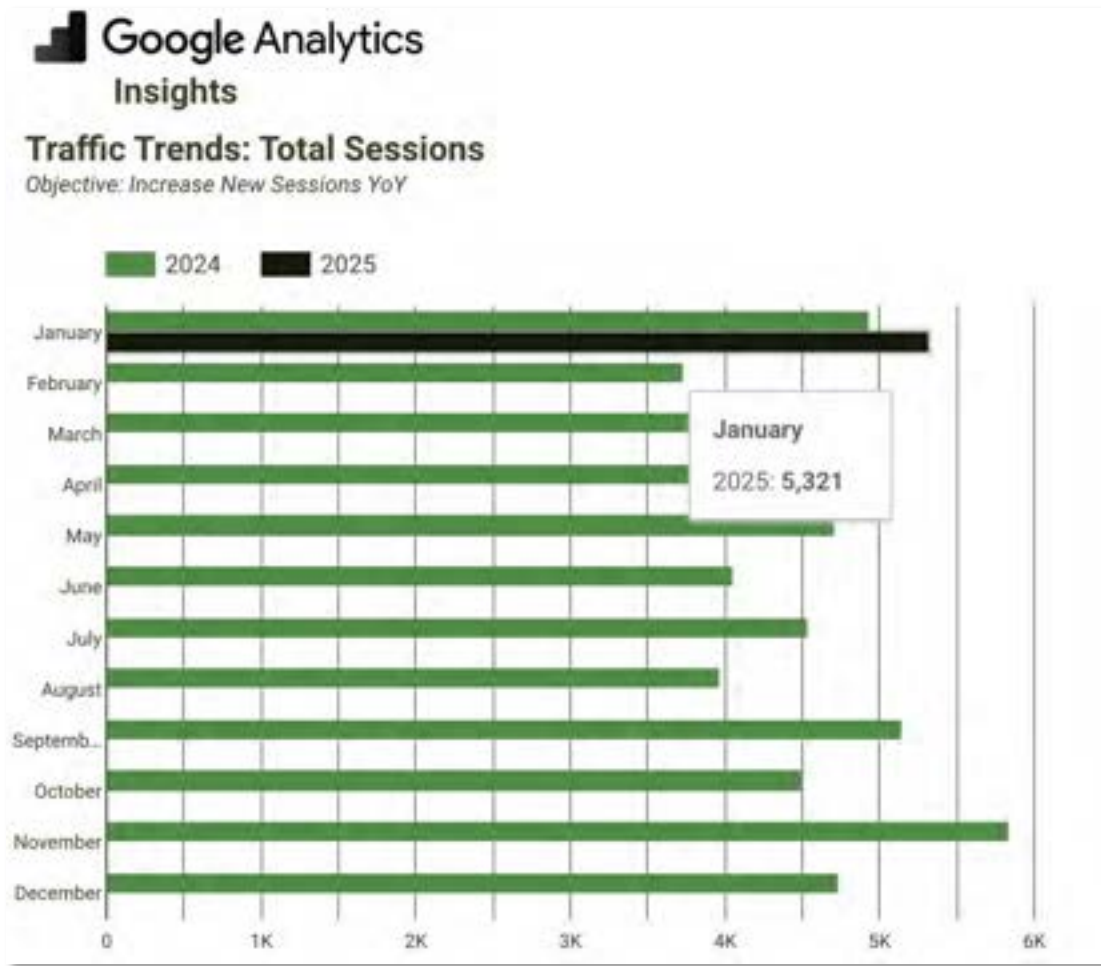
Play Orlando North Website Data

 **New users**
4,464
MoM \uparrow 10.1%
YoY \uparrow 9.4%

 **Engaged sessions**
2,521
MoM \uparrow 20.5%
YoY \downarrow -9.8%

 **Views**
9,105
MoM \uparrow 21.5%
YoY \uparrow 2.3%

 **Sessions**
5,321
MoM \uparrow 12.4%
YoY \uparrow 7.8%



2024 Visitor Profile

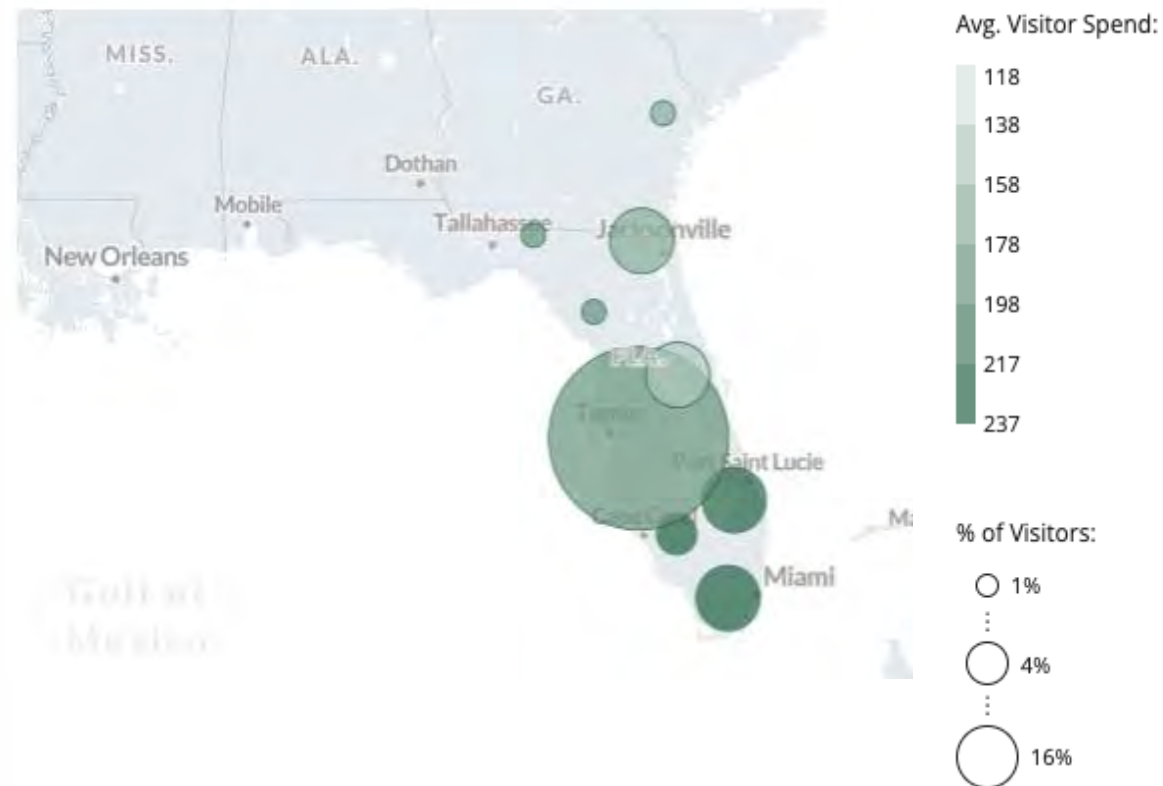
Primary Markets

- **Tampa-St. Petersburg:** 15.7% of visitors, average spend \$168
- **Miami-Ft. Lauderdale:** 8.1% of visitors, average spend \$238
- **Jacksonville:** 8.0% of visitors, average spend \$148
- **West Palm Beach-Ft. Pierce:** 6.1% of visitors. Average spend \$203
- **Orlando-Daytona Beach-Melbourne:** 5.7% of visitors, average spend \$119

Secondary and National Markets

- **Atlanta, GA:** 3.9% of visitors, average spend \$146
- **New York, NY:** 2.6% of visitors, average spend \$149
- **Charlotte, NC:** 1.6% of visitors, average spend \$118
- **Chicago, IL:** 1.0% of visitors, average spend \$188

Data provided by Zartico



2024 Visitor Profile

Visitor Demographics

- **Age Groups:**
 - Highest spend by age group: 25–34 years (19.8%), average spend \$126
 - Followed by 35–44 years (18.3%), average spend \$95
- **Household Income:**
 - High-income households (\$151K+): Largest contributor to visitor spending (26.3%), average spend \$153
 - Households earning \$101K–\$150K: 23.0% of visitor spend, average spend \$131

Visitor Spending Patterns (% of spending)

- Retail: 37.4%
- Food: 28.1%
- Attractions: 13.9%
- Gas & Service Stations: 6.8%
- Accommodations: 5.7%

Data provided by Zartico





Vacation Giveaway

evok
advertising

Vacation Giveaway

Giveaway Prizes:

- 2-night stay at Embassy Suites in Altamonte Springs
- Half day bicycle rental from Bicikleta Bike Shop
- Sanford Brewery Tour for two
- Vessel rental for two from Wekiva Island
- \$400 in gift cards from - The Rose Spa, Hollerbach's, Rock & Brews, New City Coffee, Krazy Greek Kitchen

Promotional Tactics:

- Instagram
- Facebook
- YouTube
- Newsletter

VIP GETAWAY
Experience the Best
of Orlando North



We're celebrating our new website with an incredible VIP getaway package! This local adventure includes local accommodations, unique experiences, and delicious dining at some of our favorite spots.

ENTER TO WIN

FREE HOTEL STAY?
+ DINNER FOR TWO
& SO MUCH MORE!



IDEAS.
WORK.
RESULTS.



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: February 13, 2025

FY 24/25 Calendar									
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Projected Eco Impact	Actual Eco Impact
Girls ECNL Florida Regional League National Event	Recurring	2024-2026	January 3 - 5, 2025	TBD	TBD	1,700	TBD	\$1,655,238	TBD
Boys ECNL Florida Regional League National Event	Recurring	2024-2026	January 10 - 12, 2025	TBD	TBD	1,800	TBD	\$1,756,666	TBD
HoganLax Florida Team Training and Orlando Jamboree	Recurring	2023-2025	March 9 - 28, 2025	TBD	TBD	1,300	TBD	\$1,166,793	TBD
Easter International Cup	New	2025	April 16 - 19, 2025	TBD	TBD	1,600	TBD	\$1,929,228	TBD
FHSAA Tennis State Championships	Recurring	2024-2026	April 28 - May 2, 2025	TBD	TBD	500	TBD	\$835,364	TBD
Florida Rush Champions Cup	Renewal	2025	May 16 - 18, 2025	TBD	TBD	50	TBD	\$164,386	TBD
NCAA Division II Mens and Womens Tennis National Championships	Renewal	2025	May 20 - 25, 2025	TBD	TBD	800	TBD	\$667,264	TBD
USA Softball Southeast Regional Championships	New	2025	August 1-3, 2025	TBD	TBD	450	TBD	\$836,148	TBD
Totals				TBD	TBD	8,200	TBD	\$9,011,087	TBD

Color Key:

Event has not occurred

Event completed

Event completed, not closed out

Event postponed

Event cancelled

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded
USA Softball U-16 National Championships	July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Not Awarded
Concacaf U-17 Qualifier	August of 2022 and 2023	Seminole Soccer Complex	Not Awarded in 2022
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USYS National League Elite 64	December of 2022	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
US Soccer Team Training	February of 2023	Seminole Soccer Complex	Not Awarded
HoganLax Team Training and Orlando Jamboree	March of 2023	Boombah Sports Complex	Bid Awarded
Prep Baseball Report Canadian Spring Training	March of 2023	Boombah Sports Complex	No Field Availability
SWAC Baseball Conference Championships	May of 2023	Boombah Sports Complex	No Field Availability
Athletes Unlimited AUX Softball	June of 2023	Historic Sanford Memorial Stadium, Boombah Soldiers Creek	No Field Availability
Rush International Cup	November of 2023	Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
Flag Football World Championship Tour	Various Dates in 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022 & 2023
ECNL Girls Florida Regional League National Event	January of 2024, 2025, 2026	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
ECNL Boys Florida Regional League National Event	February of 2024, 2025, 2026	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
NCAA DII Women's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Softball Festival Championship	May of 2024	Boombah-Soldiers Creek Park	Bid Awarded
NCAA DII Women's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
USA Field Hockey Festival	Thanksgiving Week of 2025	Boombah Sports Complex	Awaiting RFP
World Cup 2026	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Not Awarded
World Cup 2026 Base Camps	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
Men's/Women's Rugby World Cup 2031, 2033	Summer/Fall of 2031, 2033	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
NCAA DII Men's and Women's Tennis Championships	May of 2027	Sanlando Park	Not Awarded
Easter International Cup	April 16-19, 2025	Seminole Soccer Complex	Bid Awarded
Minority Softball/Baseball Championships	Various Dates	Various Seminole County Venues	Ongoing Bid Process
USA Softball Southeast Regional Championships	August 1-3, 2025	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball JO Fast Pitch East National Championships U18	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball JO Fast Pitch East National Championships U16	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball JO Fast Pitch East National Championships U14	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball JO Fast Pitch East National Championships U12	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball Men's Masters 40-Over Fast Pitch	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
NCAA DII Men's and Women's Tennis Championships	May of 2028	Sanlando Park	Bid Submitted
Big 12 Conference Championships	Various Dates	Various Seminole County Venues	Ongoing Bid Process

RESOLUTION

of the

SEMINOLE COUNTY BOARD OF COUNTY COMMISSIONERS

AMENDING SECTION 4.45 (TOURIST DEVELOPMENT COUNCIL) OF THE SEMINOLE COUNTY ADMINISTRATIVE CODE BY REVISING THE MEMBERSHIP REQUIREMENTS OF THE SEMINOLE COUNTY TOURIST DEVELOPMENT COUNCIL AND AUTHORIZING THE IMMEDIATE REAPPOINTMENT OF COUNCIL MEMBERS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Seminole County Ordinance No. 89-28 created the Seminole County Administrative Code; and

WHEREAS, Seminole County Resolution Numbers 89-R-438 and 05-R-151 adopted the Seminole County Administrative Code; and

WHEREAS, the Seminole County Administrative Code needs to be amended from time to time to reflect changes in the administration of County government; and

WHEREAS, the Seminole County Board of County Commissioners recognizes the importance of the Seminole County Tourist Development Council (“TDC”) in matters relating to tourist development in the County; and

WHEREAS, the Seminole County Board of County Commissioners recognizes that the TDC serves a vital role in the annual preparation and submission of a plan which sets forth anticipated net tourist development tax revenue and a list of the proposed uses for tourist development matters in the County; and

WHEREAS, the Seminole County Board of County Commissioners recognizes that the membership of the TDC is comprised of nine members, as required and delineated by Section



125.0104(4)(e), Florida Statutes, and also required and delineated by Section 4.45 E. (1) in the Seminole County Administrative Code; and

WHEREAS, the Seminole County Board of County Commissioners recognizes that one required type of TDC member is intended to include representation by owners and operators of tourist accommodations subject to the tourist development tax; and

WHEREAS, the revisions relating to membership requirements will align the language of the County's TDC membership requirements with the statutory TDC membership requirements; and

WHEREAS, the Seminole County Board of County Commissioners additionally recognizes that in an effort to ensure that the TDC consistently maintains a full council, members must be immediately eligible for reappointment following any four (4)-year term.

NOW, THEREFORE, BE IT RESOLVED, by the Board of County Commissioners of Seminole County, Florida that:



Section 1. Section 4.45 of the Seminole County Administrative Code is hereby amended by replacing it in its entirety with the amendment attached to and made a part of this Resolution as Exhibit A.

Section 2. This Resolution and the attached Exhibit A will take effect immediately following their adoption of and will remain in effect until terminated or superseded by further action of the Board.



ADOPTED this 28 day of January 2025.

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

ATTEST

GRANT MALOY
Clerk to the Board of
County Commissioners of
Seminole County, Florida.

By: 
JAY ZEMBOWER, Chairman

Date: JAN 28 2025

Attachment:
Exhibit A: Section 4.45

JBN/sjs
1/10/25
C:\Users\ssharrt\ND Office\1cho\VAULT-BH11Z3PD\2025 Reso - AC 4.45 Jan10\2514936-7469-6205 v.2.docx



Tourist Development Council Resolution
Page 3 of 3

Certified Copy - Grant Maloy
Clerk of the Circuit Court and Comptroller
Seminole County, Florida



Seminole County Clerk of the Circuit Court and Comptroller
eCertified at 01/28/2025 12:52:40 -05:00
eCertified Id: 7FE8-7BA8-32D2
Page 3 of 5

SEMINOLE COUNTY ADMINISTRATIVE CODE

SECTION 4. BOARDS, COMMISSIONS, COUNCILS AND COMMITTEES

4.45 TOURIST DEVELOPMENT COUNCIL

A. PURPOSE. The Seminole County Tourist Development Council (“TDC”) shall prepare and submit a plan to BCC for tourist development. Such a plan shall set forth anticipated net tourist development tax revenue and a list of the proposed uses of said tax revenue by specific project or special use and the approximate cost of allocation for each project or special use.

B. DUTIES/RESPONSIBILITIES. The TDC shall prepare and submit a plan for tourist development to the BCC no later than the beginning of each fiscal year along with recommendations for the effective operations of special projects or uses of the tourist development tax revenue. The TDC shall review expenditures of revenues from the Tourist Development Trust Fund and shall receive at least quarterly, expenditure reports from the County governing board or its designees.

C. FINANCIAL DISCLOSURE. Not Required.

D. LOYALTY OATH. Not Required.

E. MEMBERSHIP STRUCTURE.

(1) Requirements. The TDC shall consist of nine (9) members who must be electors of the County. One (1) member shall be the Chairman of the BCC or the Chairman may designate another member of the County Commission; Two (2) members shall be elected representatives (one of which shall be from the largest municipality); Three (3) members shall be ~~general managers~~ operators or owners of tourist accommodations subject to the tourist tax; three (3) non-hotel appointees involved in the tourist industry and who have demonstrated an interest in tourist development but do not own or operate accommodations subject to the tourist tax.

(2) Appointment Process. Each Commissioner shall appoint one (1) member. The four (4) remaining members are Board appointments.

(3) Term of Office. Members of the ~~Council~~ TDC will serve ~~one (1)~~ four-year terms and will ~~not~~ be immediately eligible for reappointment ~~for one (1) year~~. ~~A member appointed to serve out an unexpired term due to resignation or termination will be eligible to serve an additional full four year term if appointed.~~

(4) Attendance. Members are expected to attend all meetings. Absence without TDC office notification is considered unexcused. Four (4) absences in a 12-month period will result in termination of member’s appointment.

F. ELECTION OF CHAIRMAN AND VICE CHAIRMAN.

(1) Election of Chairman and Vice Chairman will be held at the January meeting.

(2) The Chair will rotate annually as such: hotelier, non-hotelier, elected official.



(3) Following that same rotation, the Vice Chairman will be elected from the category that will become Chairman the following year.

G. AUTHORITY. Resolution 88-R-71 adopted February 9, 1988
Approved by BCC October 12, 1999 (Revisions)
Resolution 2025-R-_____ adopted _____



For the Four Months Ending January 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAIL
00100 GENERAL FUND								
011055 TOURISM - GENERAL FUND								
500000 EXPENDITURES EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510200 Fringes and Contributions								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530440 Rental and Leases	80,000.00		80,000.00				80,000.00	100
530300 Operating Expenditures	80,000.00		80,000.00				80,000.00	100
530000 OPERATING EXPENDITURES	80,000.00		80,000.00				80,000.00	100
540000 OTHER CHARGES								
540100 Other Charges								
540200 Oth Chgs Insurance								
550000 CONTRA ACCOUNTS								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
570001 Debt Service								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES EXPENSES	80,000.00		80,000.00				80,000.00	100
011055 TOURISM - GENERAL FUND	80,000.00		80,000.00				80,000.00	100
00100 GENERAL FUND	80,000.00		80,000.00				80,000.00	100

For the Four Months Ending January 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAIL
11000 TOURISM PARKS 1,2,3 CENT FUND								
011030 TOURIST DEVMINT 1,2,3 CENT								
500000 EXPENDITURES EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510200 Fringes and Contributions								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services	350,000.00		350,000.00	16,795.94	297,818.06	53,348.61	1,166.67	
530340 Other Services				350.00	2,800.00	8,546.10	11,346.10	
530480 Promotional Activities	180,000.00		180,000.00	5,991.00		17,266.62	162,733.38	90
530300 Operating Expenditures	530,000.00		530,000.00	23,136.94	300,618.06	79,161.33	150,220.61	28
530000 OPERATING EXPENDITURES	530,000.00		530,000.00	23,136.94	300,618.06	79,161.33	150,220.61	28
540000 OTHER CHARGES								
540100 Other Charges								
540200 Oth Chgs Insurance								
550000 CONTRA ACCOUNTS								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
570001 Debt Service								
570720 Interest								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
580821 Aid To Private Organizations	350,000.00		350,000.00				350,000.00	100
580820 Aid To Private Organizations	350,000.00		350,000.00				350,000.00	100
580000 GRANTS AND AIDS	350,000.00		350,000.00				350,000.00	100
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES EXPENSES	880,000.00		880,000.00	23,136.94	300,618.06	79,161.33	500,220.61	57

COUNTY COMMISSION - SEMINOLE
 BOCC Expenditure Status Report - Operating BUs

For the Four Months Ending January 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAIL
011030 TOURIST DEVMINT 1,2,3 CENT	880,000.00		880,000.00	23,136.94	300,618.06	79,161.33	500,220.61	57
11000 TOURISM PARKS 1,2,3 CENT FUND	880,000.00		880,000.00	23,136.94	300,618.06	79,161.33	500,220.61	57

For the Four Months Ending January 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAIL
11001 TOURISM SPORTS 4 & 6 CENT FUND								
011050 TOURIST DEVMINT 4.6 CENT								
500000 EXPENDITURES-EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510120 Regular Salaries and Wages	470,364.13		470,364.13	34,755.80		148,968.58	321,395.55	68
510125 Part-Time Personnel				877.50		3,009.50	3,009.50	
510150 Special Pay	360.00		360.00	30.00		120.00	240.00	67
510100 Salaries and Wages	470,724.13		470,724.13	35,663.30		152,098.08	318,626.05	68
510200 Fringes and Contributions								
510210 Social Security Matching	35,982.85		35,982.85	2,678.28		11,283.08	24,699.77	69
510220 Retirement Contributions	64,110.48		64,110.48	4,737.28		20,304.61	43,805.87	68
510230 Health and Life Insurance	90,748.98		90,748.98	3,438.90		24,719.48	66,029.50	73
510240 Workers Compensation	611.47		611.47				611.47	100
510200 Fringes and Contributions	191,453.78		191,453.78	10,854.46		56,307.17	135,146.61	71
510000 PERSONAL SERVICES	662,177.91		662,177.91	46,517.76		208,405.25	453,772.66	69
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services	40,697.00		40,697.00		5,733.34	15,261.24	19,702.42	48
530340 Other Services	142,729.00		142,729.00	18,842.25	1,152.00	56,021.76	85,555.24	60
530400 Travel and Per Diem	11,700.00		11,700.00			1,332.81	10,367.19	89
530440 Rental and Leases	34,456.26		34,456.26		25,892.82	8,563.44		
530470 Printing and Binding	8,000.00		8,000.00				8,000.00	100
530510 Office Supplies	1,500.00		1,500.00				1,500.00	100
530520 Operating Supplies	77.00		77.00	90.00		90.00	13.00	17
530521 Equipment \$1000-\$4999	2,500.00		2,500.00				2,500.00	100
530522 Operating Supplies-TECHNOLOGY	750.00		750.00			98.75	848.75	113
530540 Books, Dues Publications	9,000.00		9,000.00	5,926.00		7,206.00	1,794.00	20
530550 Training	10,000.00		10,000.00			1,546.00	8,454.00	85
530300 Operating Expenditures	261,409.26		261,409.26	24,858.25	32,778.16	89,922.50	138,708.60	53
530000 OPERATING EXPENDITURES	261,409.26		261,409.26	24,858.25	32,778.16	89,922.50	138,708.60	53
540000 OTHER CHARGES								
540100 Other Charges								
540101.0034 Oth Chgs Prop Mgmt	9.50		9.50				9.50	100
540101.0020 Other Chgs Leased Equipm	2,666.00		2,666.00				2,666.00	100

For the Four Months Ending January 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAIL
540101.0022 Oth Chgs Internal Postage	627.54		627.54				627.54	100
540101.0027 Oth Chgs Elect Maint	617.20		617.20				617.20	100
540101.0026 Oth Chgs Elect Gas	768.00		768.00				768.00	100
540101.0035 Other Chrgs Telecommun Ch	6,577.24		6,577.24				6,577.24	100
540101.0036 Other Chrgs Network Connc	16,808.75		16,808.75				16,808.75	100
540101.0042 Other Chrgs Phone Sup & M	7,983.57		7,983.57				7,983.57	100
540101.0043 Other Chrgs Protecting Co	5,527.03		5,527.03				5,527.03	100
540101.0045 Other Chrgs Desk Sup & Ma	24,198.87		24,198.87				24,198.87	100
540101.0023 Oth Chgs Printing	576.50		576.50				576.50	100
540100 Other Charges	66,360.20		66,360.20				66,360.20	100
540200 Oth Chgs Insurance								
540202 Internal Service Fees								
540202.0020 Internal Ser Fees-Leased	3,075.91		3,075.91				3,075.91	100
540202 Internal Service Fees	3,075.91		3,075.91				3,075.91	100
540200 Oth Chgs Insurance	3,075.91		3,075.91				3,075.91	100
540000 OTHER CHARGES	69,436.11		69,436.11				69,436.11	100
550000 CONTRACT ACCOUNTS								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
570001 Debt Service								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
580821 Aid To Private Organizations	60,000.00		60,000.00			30,000.00	30,000.00	50
580820 Aid To Private Organizations	60,000.00		60,000.00			30,000.00	30,000.00	50
580000 GRANTS AND AIDS	60,000.00		60,000.00			30,000.00	30,000.00	50
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES EXPENSES	1,053,023.28		1,053,023.28	71,376.01	32,778.16	328,327.75	691,917.37	66
011050 TOURIST DEVMINT 4.6 CENT	1,053,023.28		1,053,023.28	71,376.01	32,778.16	328,327.75	691,917.37	66

For the Four Months Ending January 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAIL
540202 0020 Internal Ser Fees-Leased	973.74		973.74				973.74	100
540202 Internal Service Fees	973.74		973.74				973.74	100
540200 Oth Chgs Insurance	973.74		973.74				973.74	100
540000 OTHER CHARGES	10,194.60		10,194.60				10,194.60	100
550000 CONTRA ACCOUNTS								
550100 Contra Accounts								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES EXPENSES	1,167,176.94		1,167,176.94	29,186.73	82,918.50	274,327.93	809,930.51	69
011051 SPORTS 4.6 CENT	1,167,176.94		1,167,176.94	29,186.73	82,918.50	274,327.93	809,930.51	69
11001 TOURISM SPORTS 4 & 6 CENT FUND	2,220,200.22		2,220,200.22	100,562.74	115,696.66	602,655.68	1,501,847.88	68

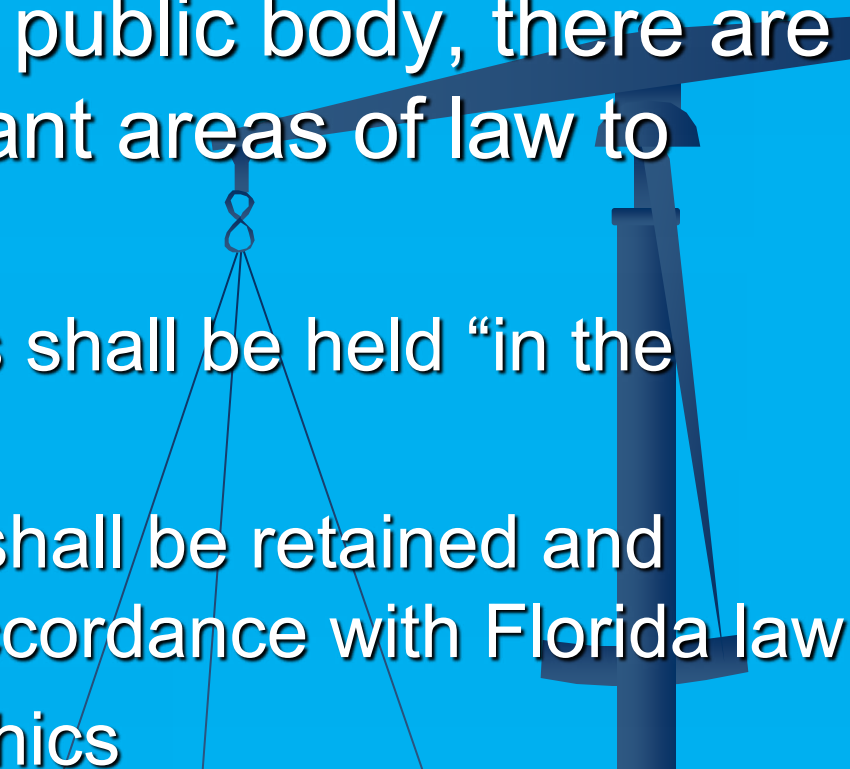
Florida's Government in the Sunshine and Public Records Laws Ethics

Presented By:
Jennifer Barrington Nix, Assistant County Attorney
February 2025



Seminole County Tourist Development Council (TDC)

- The purpose of the TDC is:
 - Prepare and submit a plan to Board of County Commissioners (BCC) for tourist development. Such plan shall set forth anticipated net tourist development tax revenue and a list of the proposed uses of said tax revenue by special project or special use and the approximate cost of allocation for each project or special use.
- The responsibilities of the TDC are:
 - Prepare and submit a plan for tourist development to the BCC no later than the beginning of each fiscal year along with recommendations for the effective operations of special projects or uses of the tourist development tax revenue. The TDC shall review expenditures of revenues from the Tourist Development Trust Fund and shall receive at least quarterly, expenditure reports from the County governing board or its designees.

- 
- As the TDC is a public body, there are three (3) important areas of law to remember:
 - Public meetings shall be held “in the sunshine”
 - Public records shall be retained and distributed in accordance with Florida law
 - Public officer ethics

Government in the Sunshine Law

- The Sunshine Law has 4 basic requirements:

- Meetings must be open to the public; and
 - Reasonable notice of the meetings must be given; and
 - Minutes of the meetings must be taken and promptly recorded; and
 - Public has right to speak on all propositions except ministerial and emergency matters.
- Florida law governs Quasi-Judicial hearings.

Government in the Sunshine Law

- The Sunshine Law applies to elected and appointed public boards and has been applied to any “gathering” of two or more members of the same board to discuss some matter which may **foreseeably** come before that board for action. In other words, if it is conceivable that the Board will consider a matter, it should not be discussed in private. *Hough v. Stembridge*, 278 So.2d 288 (Fla. 3d DCA 1973).

Government in the Sunshine Law

- The Sunshine Law applies to meetings and discussions conducted via telephones, computers (e.g., email), and other electronic means. AGO 89-39 and AGO 09-19.
 - This includes text messages on private phones so long as “conducting public business.”

O’Boyle v. Town of Gulf Stream, 257 So. 3d 1036 (Fla. 4th DCA 2018)

Government in the Sunshine Law

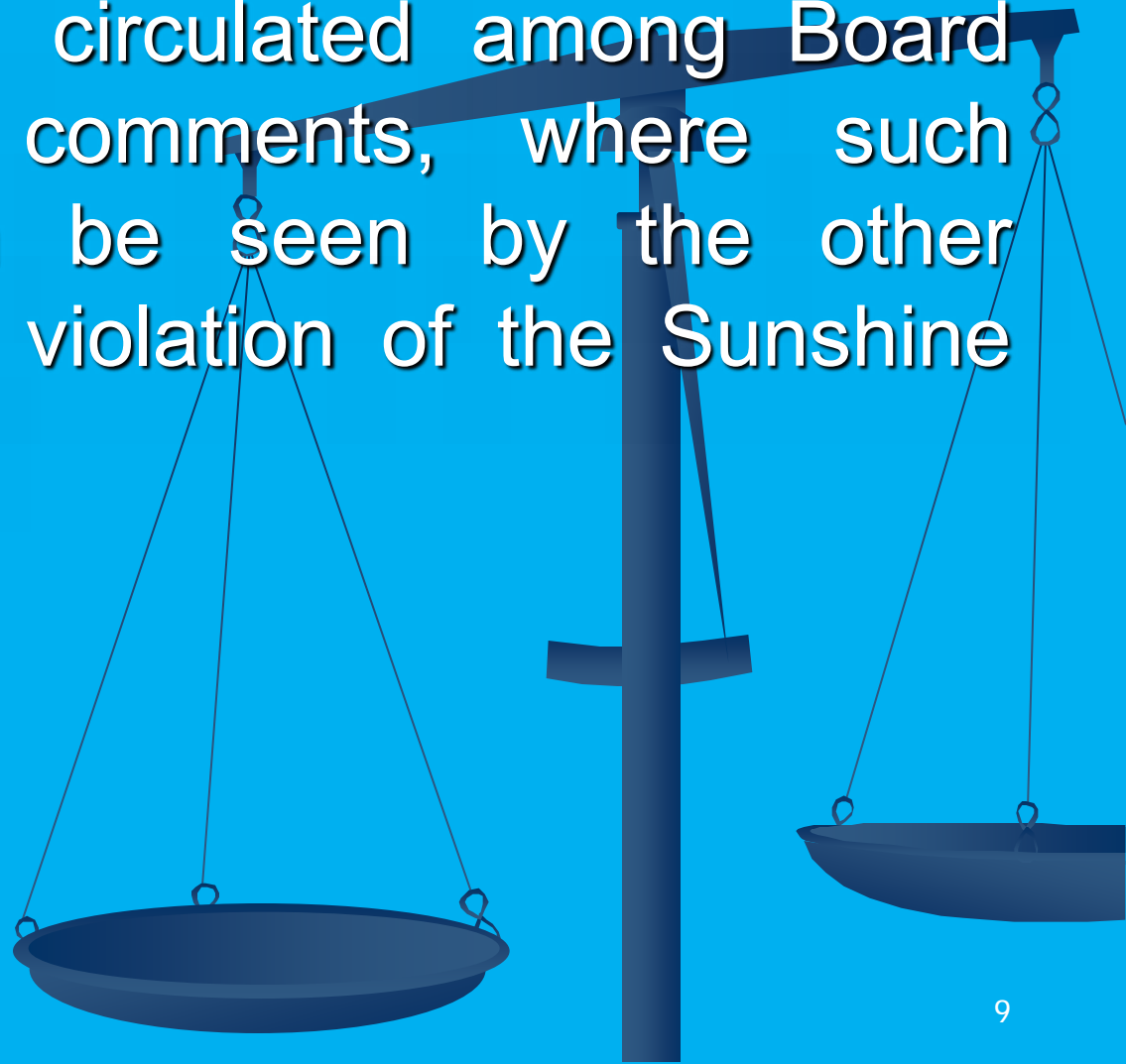
- The use of nonmembers (such as County staff and Commissioners' Aides) as liaisons to circulate information and thoughts of individual Board members is prohibited. *AGO 74-47.*

Government in the Sunshine Law

- In addition, staff and other nonmembers should refrain from asking Commissioners, in order to provide the information to the other Commission members, to state his or her position on a specific matter (also known as “polling”) which will **foreseeably** be considered by the Board at a public meeting. AGO 89-23.

Government in the Sunshine Law

- Written reports circulated among Board members for comments, where such comments can be seen by the other members, is a violation of the Sunshine Law. *AGO 90-03.*



Government in the Sunshine Law

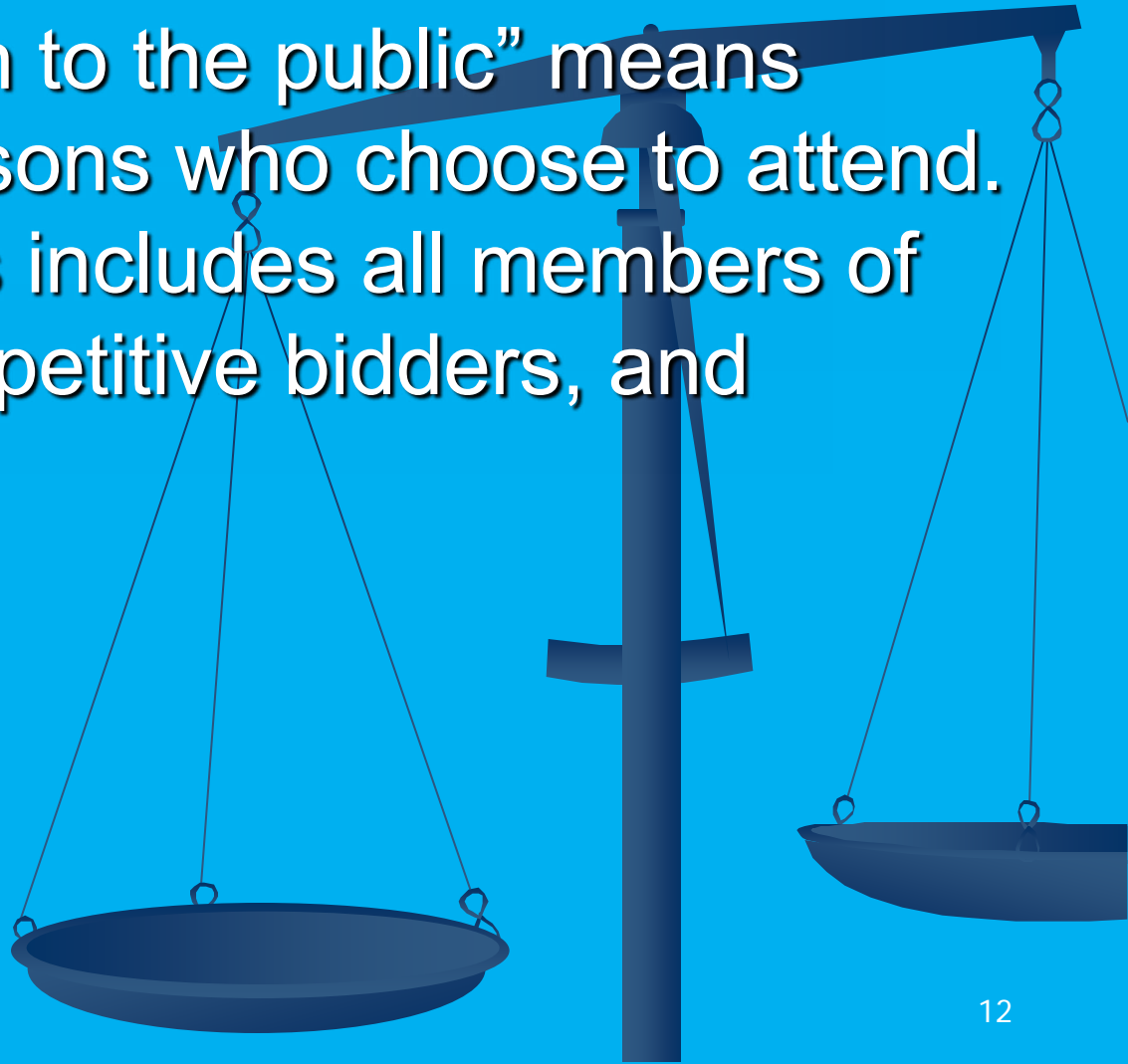
- Board members may not engage in an exchange or discussion of matters on social media platforms, (e.g., Facebook, X/Twitter, Instagram, Tik Tok, website blogs or message boards) that may foreseeably come before the Board for action. *AGO 09-19.*

Government in the Sunshine Law

- Public access to meetings is one of the key elements of the Sunshine Law and Board members are advised to avoid holding meetings in places not easily accessible to the public. Therefore, the use of luncheon meetings should be avoided as these meetings tend to have a “chilling” effect upon the public’s willingness or desire to attend. *Inf. Op. to Campbell, February 8, 1999, and Inf. Op. to Nelson, May 19, 1980.*

Government in the Sunshine Law

- The term “open to the public” means open to all persons who choose to attend. *AGO 99-53*. This includes all members of the press, competitive bidders, and employees.



Government in the Sunshine Law

FREQUENTLY ASKED QUESTIONS

- *Must written minutes be kept of all sunshine meetings? While tape recorders may be used to record the proceedings, written minutes of the meeting must be taken and promptly recorded.*
- *Are board members authorized to abstain from voting?*
 - No, board members who are present at a meeting must vote unless there is, or appears to be, a conflict of interest under Florida Statutes. *Section 286.012, Florida Statutes.*
 - Exception: In a quasi-judicial proceeding, a member may abstain from voting on such matters if the abstention is to assure a fair proceeding free from potential bias or prejudice. *Section 286.012, Florida Statutes.*
- *What are the notice requirements when a meeting is adjourned to a later date? If a meeting is adjourned and reconvened later to complete the business from the agenda of the adjourned meeting, the second meeting should also be noticed.*

Government in the Sunshine Law

- *Does the Sunshine Law restrict a board from taking action on matters not on the agenda? No.*
- *May a member of the public tape-record a board meeting? Yes.*
- *Does the Sunshine Law apply to one board member meeting with one member of a different board? No, unless one of the individuals has been delegated the authority to act on behalf of his or her board.*

Government in the Sunshine Law

■ Penalties:

- Civil penalties up to \$500 against each participating member. A knowing or intentional act is **not** required. *Section 286.011(3)(a), Florida Statutes.*
- Criminal penalties, including incarceration and fines, for any Board member who knowingly attends such a meeting or has a prohibited contact in violation of the statute. *Section 286.011(3)(b), Florida Statutes.*
- Award of reasonable attorney's fees against the Board found to have violated the Sunshine Law. *Section 286.011(4).*

Government in the Sunshine Law

- Any action taken at a meeting tainted by a Sunshine Law violation is void. *Section 286.011, Florida Statutes.*
- In addition, a violation may require the Board member to hire private counsel either for private suits or for State Attorney actions.

Public Records

Chapter 119, Florida Statutes

- Florida's Public Records Law provides for citizens to have a virtually unlimited access to the records of government.

Public Records

- “Public records” means all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business by any agency. *Section 119.011(12), Florida Statutes.*

Public Records



- If the purpose of a document prepared in connection with the official business of a public agency is to **perpetuate, communicate, or formalize knowledge**, then it is a public record regardless of whether it is in final form or the ultimate product of an agency. *Sheven v. Byron, Harless, Schaffer, Reid & Associates, Inc.*, 379 So.2d 633,640 (Fla. Sup. Ct. 1980)

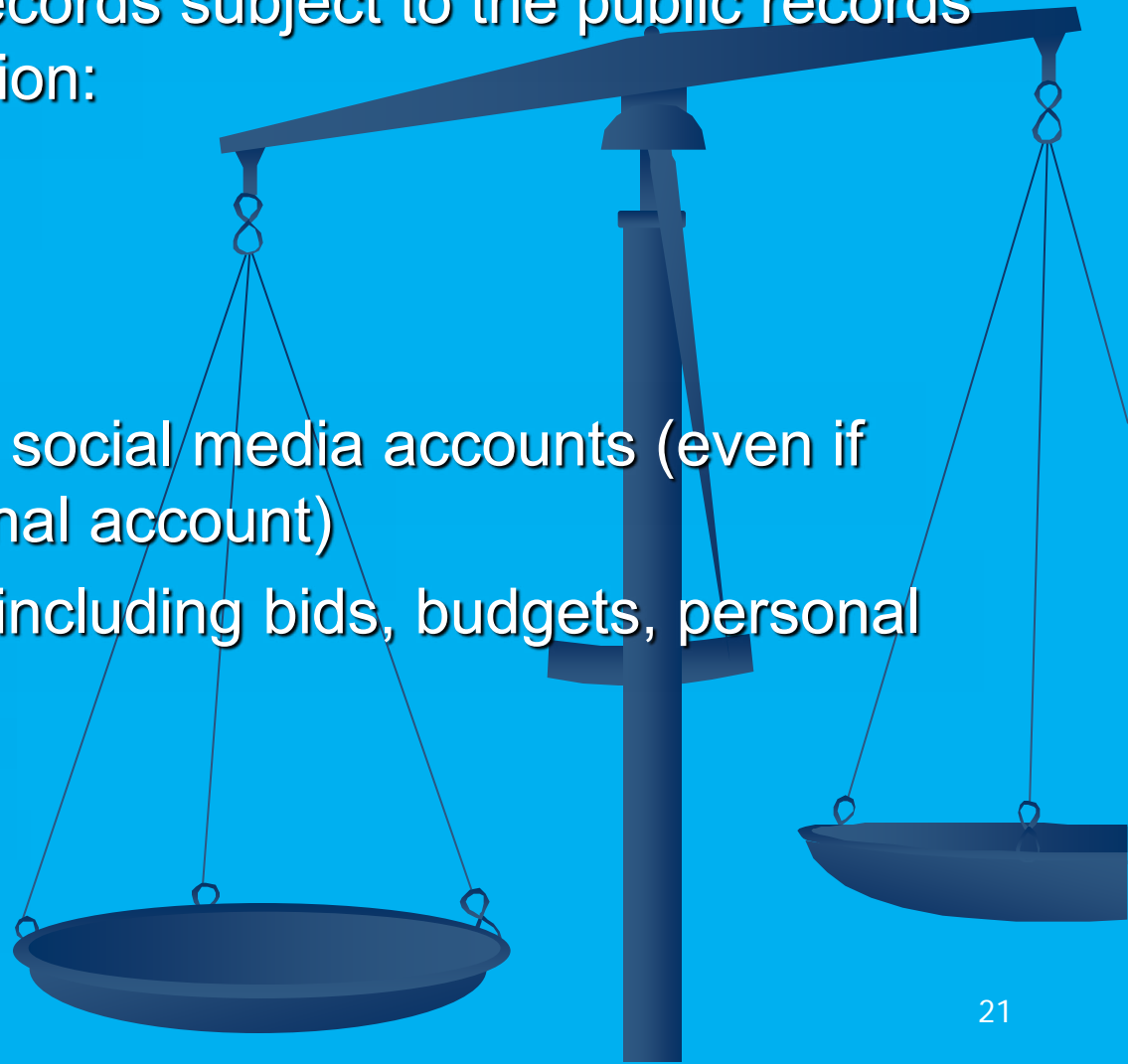
Public Records

- “It is impossible to lay down a definition of general application that identifies all items subject to disclosure under the [Public Records] act. *Consequently, the classification of items which fall midway on the spectrum of clearly public records on the one end and clearly not public records on the other will have to be determined on a case-by-case basis.*” *Sheven v. Byron, Harless, Schaffer, Reid & Associates, Inc.*, 379 So.2d 633,640 (Fla. Sup. Ct. 1980) (Bracketed words added).

Public Records

Examples of public records subject to the public records law absent an exception:

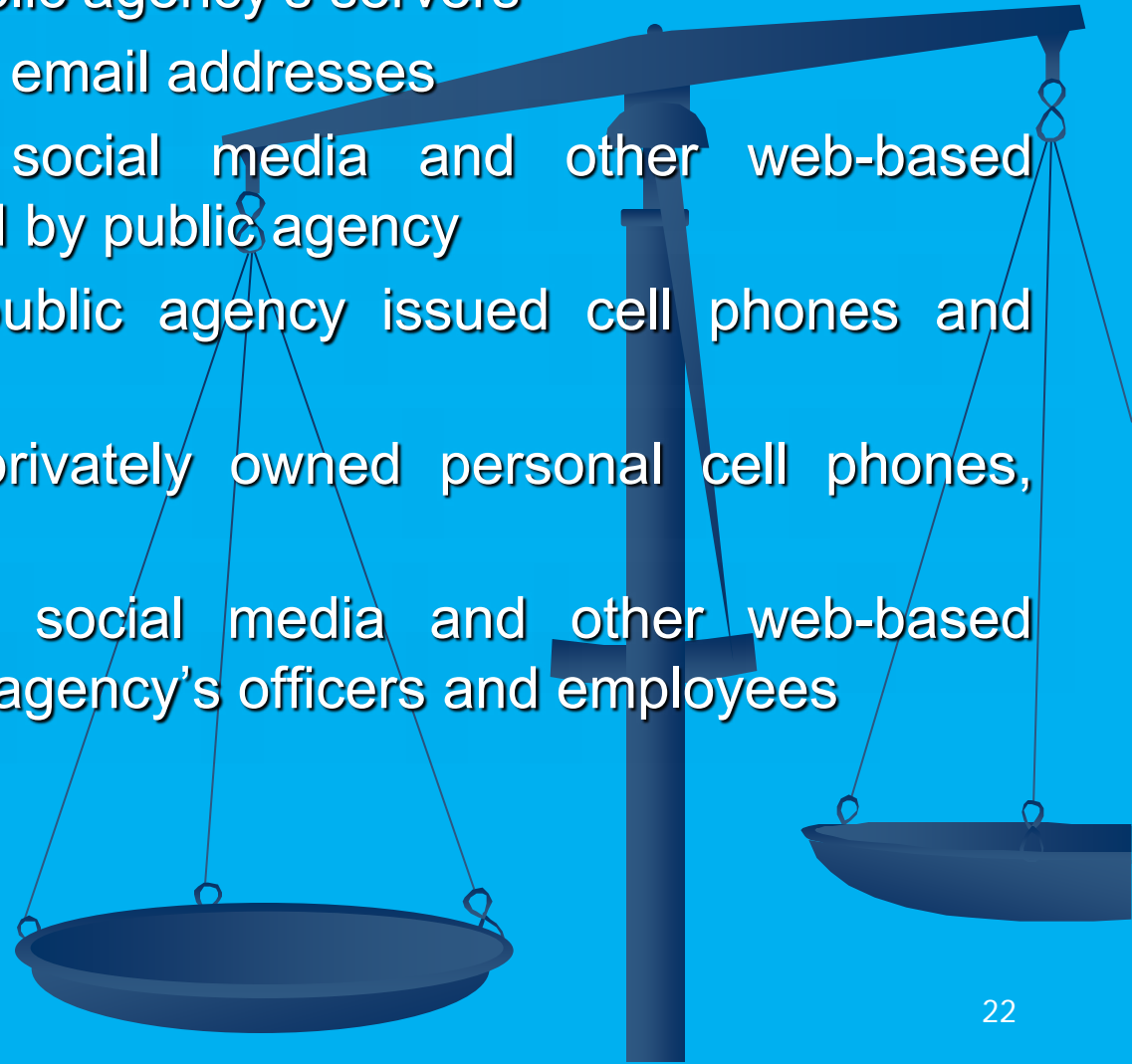
- Computer records
- Email messages
- Text messages
- Messages through social media accounts (even if account is a personal account)
- Financial records (including bids, budgets, personal financial records)
- Litigation records
- Personnel records



Public Records

Potential Sources of Electronic Public Records

- Public Records on public agency's servers
 - Emails to and from email addresses
- Public Records on social media and other web-based accounts administered by public agency
- Public Records on public agency issued cell phones and electronic devices
- Public Records on privately owned personal cell phones, personal devices
 - Includes personal social media and other web-based accounts of public agency's officers and employees



Public Records



- Public records means those records already in existence. There is no requirement to create a public record in response to a public records request.
- Personal vs. Board-related accounts/devices
 - When you are using a personal device or account, but you are using it for Board business or Board communications, you are creating a public record subject to Chapter 119 Florida Statutes
 - That public record must be disclosed if a request for that record is received
 - That public record must be retained, and not deleted, in accordance with Florida law
 - Includes emails, text messages, photos, and voice mails

Public Records

- You can create separate accounts for official Board business to facilitate clear separation between personal records and Board-related public records
 - But you cannot circumvent public records law by using a 'personal' account to exchange, store, manage or track information related to Board business

Public Records

- The County is not generally required to reformat its records to meet the requestor's particular needs. *AGO 97-39*.
- A person's motive in seeking access to public records is irrelevant. Therefore, the County cannot ask the reason for the public records request. *Curry v. State, 811 So.2d 736 (Fla. 4th DCA 2002)*.

Public Records

- A custodian of records must acknowledge requests for public records promptly and respond to such requests in good faith. Although there is no time limit for compliance stated in the Act, the Florida Supreme Court has stated that the only delay permitted “is the limited reasonable time allowed the custodian to retrieve the record and delete portions of the record the custodian asserts are exempt.” *Tribune Company v. Cannella*, 458 So.2d 1075, 1078 (Fla. Sup. Ct. 1984).

Public Records

■ Penalties:

- Individual violations can be prosecuted criminally or in civil court by citizens or companies.
- The County can be assessed attorney's fees for failing to comply.
- A Board member can be removed from office for failing to comply.

Florida's Ethics Code



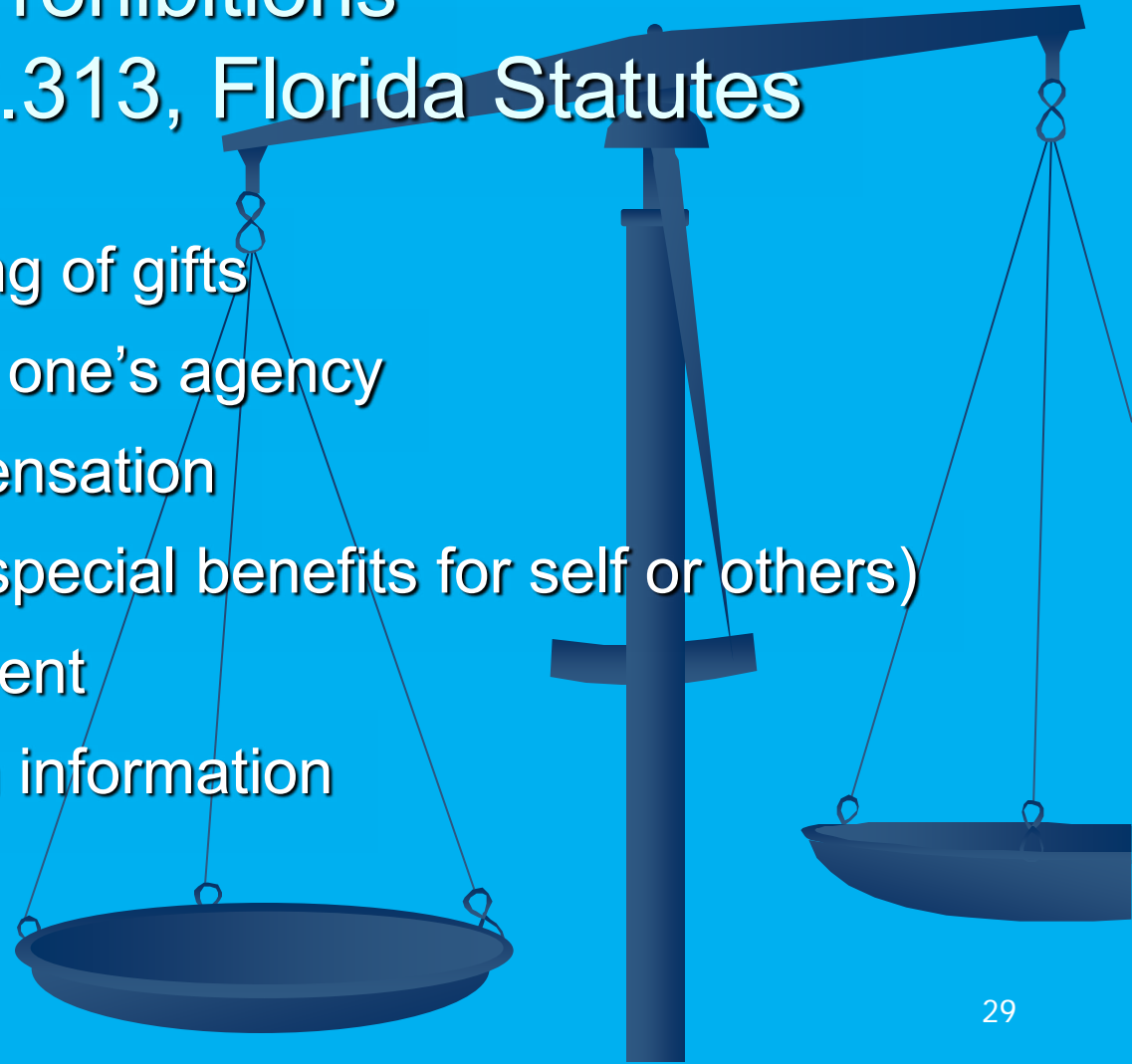
- Section 112.313, Florida Statutes-
Standards of Conduct for Public Officers
 - Includes any person serving on an advisory board
- Section 74.3, Seminole County Code
 - Incorporates Section 112, Florida Statutes and applies to all appointed boards of Seminole County

Part III, Chapter 112, Florida Statutes (Florida Ethics Code)

Prohibitions

Section 112.313, Florida Statutes

- ❑ Soliciting or accepting of gifts
- ❑ Doing business with one's agency
- ❑ Unauthorized compensation
- ❑ Misuse of Position (special benefits for self or others)
- ❑ Conflicting employment
- ❑ Disclosure of certain information



Doing Business with One's Agency

Question:

May a person sit on a board as a public officer when that board regulates the industry of the person's employment?



Doing Business with One's Agency

Answer: Yes. F.S. Section 112.313(7)(b) reads:

“This subsection does not prohibit a public officer or employee from practicing in a particular profession or occupation when such practice by persons holding such public office or employment is required or permitted by law or ordinance.”

Example: CEO 84-63 held when a port authority member was required to be a representative of business entities doing business with or at a port, the member's employment as vice president of a shipping company at the port was considered exempted.

Doing Business with One's Agency

Question:

May a school board member's company sell mandatory school uniforms to parents of children who attend the school?

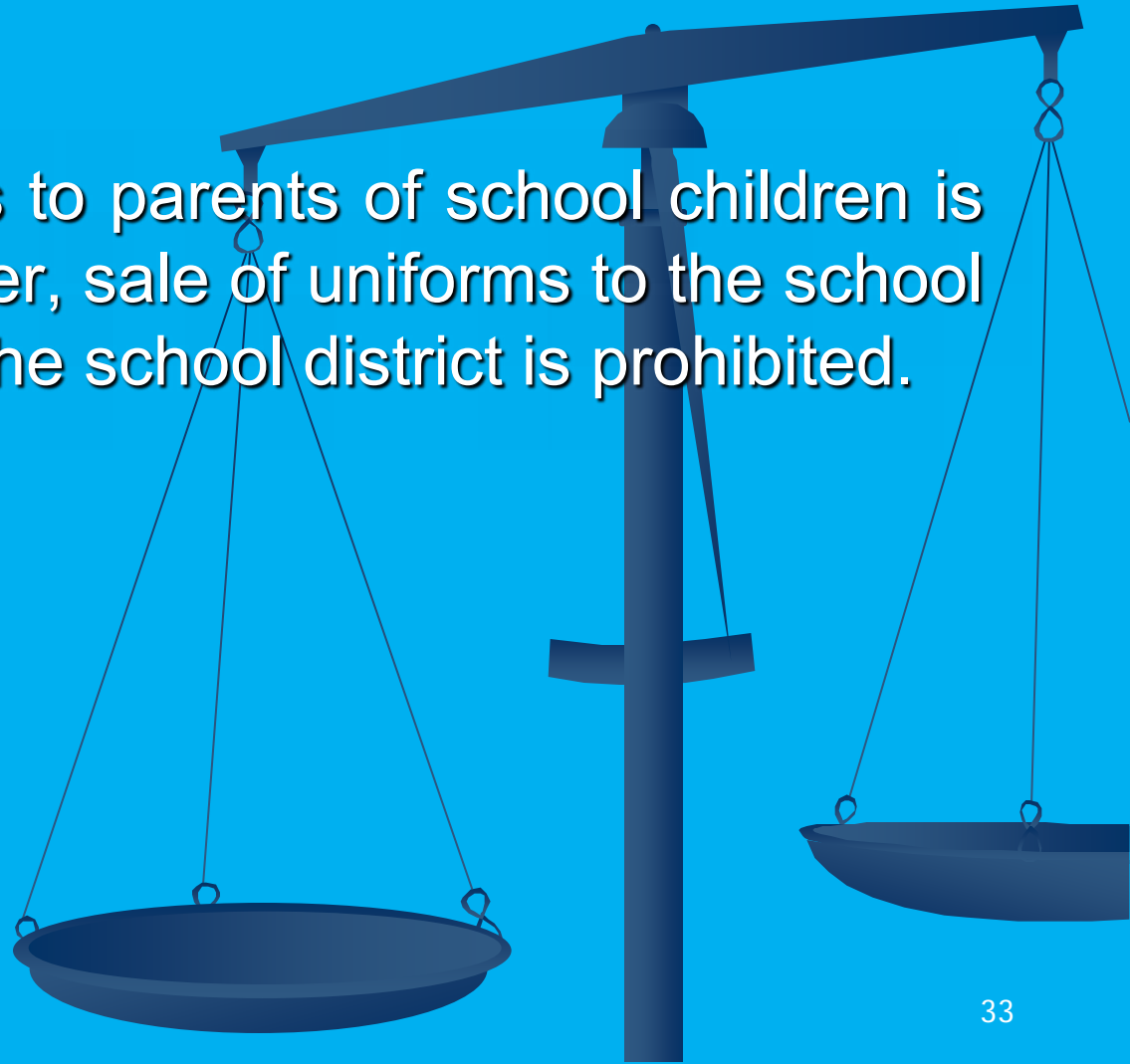


Doing Business with One's Agency

Answer: Yes.

The sale of uniforms to parents of school children is permissible. However, sale of uniforms to the school board or schools in the school district is prohibited.

See CEO 10-12



Unauthorized Compensation

Question:

Does the prohibition against unauthorized compensation extend to the public officer's family?



Unauthorized Compensation

Answer: Yes.

Under F.S. 112.313(4) the prohibition against unauthorized compensation extends to the public official, his or her spouse and minor children.

- ❑ Other relatives, including son-in-law, are not covered by this prohibition. See CEO 11-04

Applies when public official “knows, or, with the exercise of reasonable care, should know, that it was given to influence a vote or other action in which the officer ... was expected to participate in his or her official capacity.” F.S. 112.313(4)

Section 112.3143(3)(a), Florida Statutes

Voting Conflicts

- Shall not vote in a matter that would inure to his or her private gain or loss or that of a principal, business associate, parent organization or subsidiary thereof, or relative (father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law or daughter-in law).
- If you have a voting conflict:
 - Before vote is taken, disclose conflict at meeting, abstain from voting and file a memorandum that discloses the nature of your interest within 15 days to be incorporated into the minutes.

Section 112.3143(4), Florida Statutes

- No appointed public officer shall **participate** in any matter which would inure to the officer's **special private gain or loss**; which the officer knows would inure to the special private gain or loss of any principal by whom he or she is retained or to the parent organization or subsidiary of a corporate principal by which he or she is retained; or which he or she knows would inure to the special private gain or loss of a relative or business associate of the public officer, without first disclosing the nature of his or her interest in the matter.

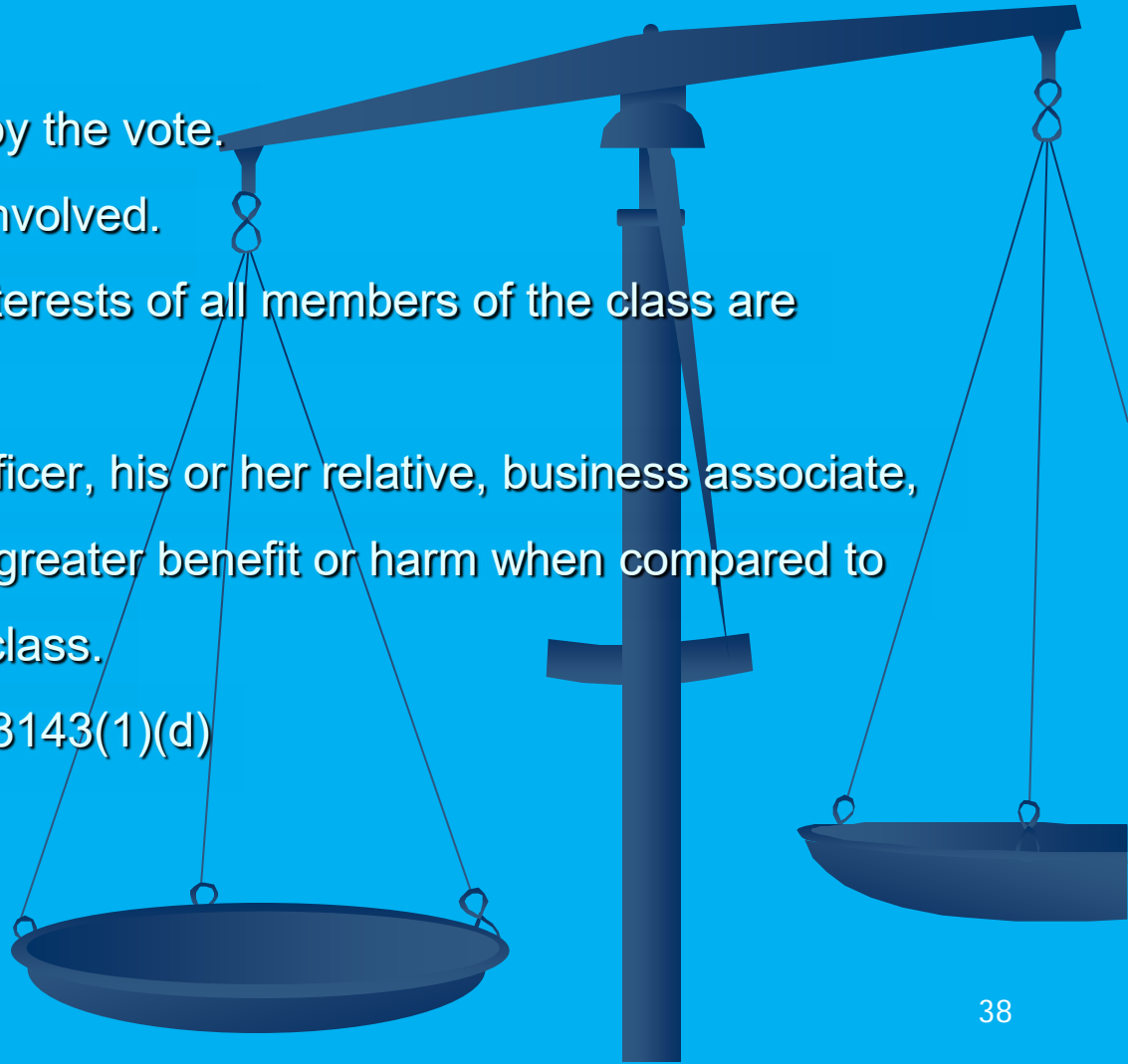
Voting Conflicts

Special Private Gain or Loss means: An economic benefit or harm.

Factors to consider:

- 1) Size of class affected by the vote.
- 2) Nature of the interest involved.
- 3) Degree to which the interests of all members of the class are affected by the vote.
- 4) Degree to which the officer, his or her relative, business associate, or principal receives a greater benefit or harm when compared to other members of the class.

Source: F.S. Section 112.3143(1)(d)



Voting Conflicts

Participate means:

Any attempt to influence the decision by oral or written communication.

- Whether made by the officer or at the officer's direction

Source: F.S. Section 112.3143(4)(c)

CONCLUSION OF PRESENTATION

Thank You,



■ Please contact me with any questions or concerns!

■ Jennifer Barrington Nix, Esquire

■ Assistant County Attorney

■ 407-665-7242

■ jnix@seminolecountyfl.gov

